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**Modern marketing technologies as a factor of attracting and retaining the attention of
generation Z**

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STATEMENT OF A SUBSTANTIVE CHARACTER OF THE COURSE PAPER

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All direct loans from printed and electronic sources as well as from presented earlier course projects and graduate works, candidate and doctoral dissertations have corresponding references.

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LIST OF HEADINGS

INTRODUCTION	4
CHAPTER 1. LITERATURE REVIEW	8
1.1 Existing marketing technologies.....	8
1.2 Existing marketing tools	11
1.3 Existing online platforms and social networks	19
1.4 Attraction and retention the audience	24
1.5 Comparison of different generations	29
1.6 Generation Z with their needs and characteristics.....	32
1.7 Common and different features of young people from different countries.....	35
1.8 Conclusion with assumptions	41
CHAPTER 2. RESEARCH METHODOLOGY	44
2.1 Research design.....	44
2.2 Secondary data collection	46
2.3 Primary data collection	47
2.4 Data collection method	50
CHAPTER 3. Empirical part	53
3.1 Results of general data analysis.....	53
3.2 Results of the supportive interviews	56
3.3 Research results	57
CONCLUSION	62
Recommendations.....	64
Theoretical contribution	66
Limitations of the study and for the further research	68
LIST OF REFERECES	70
APPENDIX	76
Respondents profile	76
Interview Questions.....	78

INTRODUCTION

The modern world is rapidly changing due to the digital transformation affecting every aspect of our lives. Businesses and government agencies are increasingly moving online, as seen with mobile apps from companies like Golden Apple and government services like Public Services. In this digital age, traditional marketing methods and online platforms may not be enough to attract and keep consumers. Today, mobile phones are everywhere, and social networks are a huge part of our daily lives. It's crucial to pay special attention to the younger generation, as they are the first to grow up surrounded by mobile devices. With this in mind, I've decided to study the characteristics of young people and the marketing technologies that best attract and retain their attention. This led me to choose the topic "Modern marketing technologies as a factor of attracting and retaining the attention of Generation Z." I am fascinated by exploring methods that attract and retain the interest of a young audience.

Research gap

New marketing technologies are the subject of numerous works and publications, which are covered to a wide range of issues and topics. Among these technologies are the use of artificial intelligence, analysis of big data, native advertisement, programmatic advertisement, social media, and many other innovative tools that have had a strong impact on approaches to marketing and audience and consumer attraction. A number of articles and research papers are devoted to how these technologies can make existing marketing strategies more effective, improve targeting and personalization of consumer offers, and enhance understanding of audience needs and preferences. At the same time, many studies focus on the behavior of different generations, including Generation Z, comprising people born from 1997 to the early 2012. These individuals grew up in the digital age, are active users of social media, prefer mobile devices, and often lead in developing new digital platforms and applications. However, despite the active use of modern marketing technologies and thorough study of Generation Z's behavior, there is a significant gap in the scientific literature regarding the attractiveness of these technologies to attract and retain this generation's attention as customers.

Most existing research and publications focus on general aspects of digital marketing and Generation Z's behavioral characteristics but lack comprehensive analysis of marketing's technological aspects aimed at this specific audience. Particularly, there are no studies assessing the efficiency of different marketing technologies and their combinations to achieve the best results in working with Generation Z. Therefore, it can be argued that a clearly defined absence of specialized literature on up-to-date marketing technologies as a factor in attracting and retaining

Generation Z's attention exists. This absence opens significant opportunities for further research and publications. A detailed study of this subject matter can guide marketers in developing more appealing technologies for dealing with Generation Z, raising this important audience's loyalty, and achieving sustainable business growth.

Research relevance and problem

The importance of the following research lies in the fact that Generation Z is slowly but surely becoming such an important group of consumers, and it is important for marketers to be aware of their characteristics and preferences. Generation Z was raised in the environment where digital technology is playing the dominant role, and it leaves a strong trace on their behavior and expectations. Unlike in previous generations, representatives of Generation Z are closely connected to each other through social networks and other online platforms. Traditional methods of marketing that were successful for the previous generations might be not enough for young people. This fact requires the transition to such methods of marketing, which will be more innovative and technologically advanced in order to take into account and cater to their specific needs and preferences. Marketers need to be aware of which marketing tools and what online platforms work better for this demographic group.

Despite the popularization of the modern technologies, a great number of companies are currently suffering from great difficulties in terms of adapting to the fast-changing digital world. They cannot establish contact and adopt the existing technologies with Generation Z, and this makes them miss business opportunities. The current research will be aimed at filling the existing gap in terms of understanding how the modern technologies of marketing can be used to successfully attract and retain the representatives of Generation Z. The research will include the theoretical analysis and interviews among the youth of different countries in order to gain a better understanding of their characteristics and preferences, as well as to define the most attractive marketing technologies that they would be willing to use.

Research questions

1. What are the distinctive characteristics and needs of Generation Z have comparing with other generations?
2. Which modern marketing technologies attract the attention of generation Z?
3. Which modern marketing technologies retain the attention of generation Z?

Research goal

The goal of this thesis is to identify the most attractive modern marketing technologies which attract and retain Generation Z as regular customers.

Research objectives

1. Study with the scientific literature and explore existing marketing technologies that can be applied to work with a youth audience.
2. Analyze the preferences, needs and expectations of Generation Z regarding marketing activities.
3. To make assumptions about the features of Generation Z, about the marketing technologies that can attract and retain Generation Z and the marketing tools and platforms can be used.
4. Conduct interviews with marketers, psychologists and representatives of different generations to find out their opinions, feedback and suggestions on various modern marketing tools and find out which of them work with Generation Z to retain and attract customers.
5. Analyze the data obtained and identify the most attractive marketing tools for working with young people.
6. Develop recommendations based on the results of theoretical data and practical part in order to attract and retain generation Z.

Object and subject of research

The object of research in this paper is young people who are the target audience from different countries. This segment of the population becomes the focus of understanding in order to identify their preferences, behavioral patterns and views in the context of marketing.

The subject of the research, respectively, are marketing technologies focused on attracting and retaining the attention of young consumers. The key aspects of the research subject are the technologies used in marketing to create attractive, engaging and attention-holding youth audiences.

Characteristics of the research methodology and data on this topic

This course work uses the method of qualitative research in the form of studying theoretical material and conducting interviews. The work also uses an inductive research method, where a set of marketing technologies is first explored, and then tested in the form of an interview in the practical part. This approach let to get a broader and deeper understanding of the topic, as well as

to more fully highlight various aspects of the relationship between the youth audience and marketing tools and thus identify marketing technologies that work with generation Z.

This study also used scientific and professional articles that provide a theoretical framework and support the practical aspects of the topic. This ensures the reliability of the research and let it to be placed in the context of modern scientific developments and professional practice in the field of marketing and audience relations. Semi-structured depth interviews were also conducted with professionals in the field of marketing, as well as with representatives of different generations.

Description of the paper structure

This study examines marketing technologies aimed at attracting and retaining Generation Z. The study consists of three main sections: an introduction describing the context, a review of the literature on marketing technologies with marketing tools and platforms, the features and characteristics of generation Z and assumptions, followed by a review of the design and methodology of the article, interviews with marketers, psychologists and representatives of generations, and finally recommendations are given.

Introduction: The introduction sets the stage for the study, outlining the significance of understanding the youth segment and presenting the research's objectives and scope.

Literature Review: The literature review section consists of three key blocks. First, it examines the fundamental concepts of marketing technologies, explains their principles and relevance. Secondly, it examines the characteristics of the behavior and preferences of young consumers, which sheds light on various aspects. Finally, it examines the conclusion and assumptions.

Interview Design and Methodology: Description of the research methodology, which approach is used, as well as a description of the data collection in the form of interviews and a description of the respondents who participated in them

Research Results: In this chapter describes the results of interviews with respondents and analyze the data was collected. Also there is a correlation with the discovered results from interviews with theoretical data and draw the appropriate conclusion on the most attractive marketing technologies for attracting and retaining, which work with generation Z

Recommendations: Recommendations were given for the marketers and business leaders based on the research results with marketing instruments for the generation Z.

CHAPTER 1. LITERATURE REVIEW

The modern world is in the process of rapid change, influenced by the development of technology and Internet communications. These changes affected all spheres of society, including marketing. In the world of digitalizing filled with different information technology tools, technologies, and marketing tools have become an inherent part of the strategies of the companies that target efficient communication with their customer. In this regard, it is worth dwelling on the characteristics of a new generation of consumers – Generation Z, which was formed under the influence of its specific socio-cultural and technological conditions. To write my thesis, I plan to carry out a study of scientific and official sources that will help me better understand current trends and tools in the field of marketing. The literary review will include various articles and studies of marketing technologies, which are divided into tools and online platforms.

In particular, I will study how modern tools of marketing adapt to the influence of digital technologies and to what tools recourse is made to achieve the goals of marketing in the conditions of the online environment. Special attention in the literary review will be given to the study of the characteristics of Generation Z. This generation, the representatives of which were born in the era of the Internet and digital technologies, has unique characteristics that have a significant impact on their consumer behavior—understanding how Generation Z differs from previous generations, such as millennials or Generation X. While conducting the literary review, I plan to study which platforms and social networks Generation Z interacts on, what factors influence their choice what characteristics they have, and how these factors can be used to develop innovative marketing strategies.

So, in this literary review, I intend to. carry out a detailed analysis of the scientific and theoretical positions that exist today in the field of marketing technologies, tools, and internet platforms, as well as the peculiarities of consumer behavior of Generation Z. The knowledge gained and conclusions drawn are intended to form certain assumptions that can be adopted in the following research.

1.1 Existing marketing technologies

To begin with, I needed to study marketing technologies, as well as their definitions, which will help me understand what marketing technologies exist. A number of following articles helped me in this, which include all the necessary points. Marketing technologies¹ are a set of tools and

¹ *ИННОВАЦИОННЫЕ МАРКЕТИНГОВЫЕ ТЕХНОЛОГИИ*. (n.d.). Cyberleninka.ru. Retrieved May 30, 2024, from <https://cyberleninka.ru/article/n/innovatsionnye-marketingovye-tehnologii-1/viewer>

methods with social online platforms aimed at more effectively achieving the marketing goals of an enterprises.² They combine modern marketing knowledge and methods with advanced information technologies, contributing to the effective interaction of companies with customers and the achievement of business goals. Modern marketing technologies cover interaction with specialized services, tools for attracting and retaining an audience, programs and tools, expanding the concept and enriching it with a variety of opportunities for marketing specialists to interact with innovative marketing technologies.³ Some of them may be applicable only in certain conditions, especially in an online environment. The main categories of marketing tools included in the marketing technologies block include content management systems, analytical platforms, e-marketing platforms and social media management tools. Content management systems allow to create, edit and manage content on a web resource, while analytical platforms provide data on website traffic, user behavior and other metrics. E-marketing platforms let to manage electronic marketing campaigns, and social media management tools help in managing the company's social media activity and analyzing its interaction with the audience.⁴

In the article "The Rise of New Technologies in Marketing: A Framework and Outlook"⁵, authors Donna L. Hoffman, S. Page Moreau, Stefan Stremersh and Michelle Wedel discuss the role of new technologies in marketing, their impact on theory and practice, and offer several theoretical frameworks for exploring this topic. The authors emphasize that new marketing technologies not only provide a competitive advantage to firms, but also create innovations in marketing techniques, tools and strategies. The article identifies four main ways in which new technologies affect marketing: the creation of new forms of interaction between consumers and firms, the provision of new types of data and analytical methods, the introduction of marketing innovations and the development of new strategic marketing frameworks.

Examples of the technologies considered include chatbots, artificial intelligence, augmented reality and platforms for digital interactions. The authors cite studies that demonstrate how these technologies improve customer engagement, create new data for analysis, and

² ИНСТРУМЕНТЫ МАРКЕТИНГА В ПРОДВИЖЕНИИ ТОВАРОВ И УСЛУГ. (n.d.). Cyberleninka.ru. Retrieved May 30, 2024, from <https://cyberleninka.ru/article/n/instrumenty-marketinga-v-prodvizhenii-tovarov-i-uslug/viewer>

³ ИННОВАЦИОННЫЕ МАРКЕТИНГОВЫЕ ТЕХНОЛОГИИ. (n.d.). Cyberleninka.ru. Retrieved May 30, 2024, from <https://cyberleninka.ru/article/n/innovatsionnye-marketingovye-tehnologii-1/viewer>

⁴ ИННОВАЦИОННЫЕ МАРКЕТИНГОВЫЕ ТЕХНОЛОГИИ. (n.d.). Cyberleninka.ru. Retrieved May 30, 2024, from <https://cyberleninka.ru/article/n/innovatsionnye-marketingovye-tehnologii-1/viewer>

⁵ Hoffman, D. L., Moreau, C. P., Stremersch, S., & Wedel, M. (2021). The Rise of New Technologies in Marketing: a Framework and Outlook. *Journal of Marketing*, 86(1), 1–6. sagepub. <https://doi.org/10.1177/00222429211061636>

contribute to more effective marketing decisions. Special attention is paid to future research areas such as automation and personalization of marketing solutions, the use of augmented and virtual reality, as well as autonomous products. The authors also discuss the importance of ethical aspects and potential risks associated with the use of new technologies. In conclusion, this study highlights marketing technologies that include innovative tools to attract and retain an audience. Thus, I am moving from new marketing technologies, where innovative marketing technologies related to artificial intimacy were mentioned, to marketing technologies that are used everywhere in social networks and advertising and therefore in marketing campaigns.

E.A. Luneva's book "Modern Marketing Technologies"⁶ is a guide to current marketing methods and tools used in the modern economy. In the preface, the author notes that the main purpose of using these technologies is to increase the competitiveness of the enterprise. The main content of the tutorial covers a wide range of topics, including interaction marketing, cognitive and creative marketing, viral marketing, guerrilla marketing and dark marketing. Modern marketing concepts that reflect changes in the market environment under the influence of technological, globalization and demographic factors are considered. The author emphasizes the importance of marketing as a management process aimed at developing long-term and mutually beneficial relationships with customers. The second section is devoted to marketing research, which is the basis for making informed marketing decisions. Luneva describes in detail the process of planning, collecting and analyzing information necessary for strategic and operational management of marketing activities.

Special attention is paid to the methods of obtaining data via the Internet and the use of online dashboards. The third section of the book covers viral marketing, which is based on creating content that encourages consumers to distribute it. Viral campaigns, as the author notes, are effective due to the ability to quickly and massively reach the target audience through social networks and other digital platforms. The fourth section describes guerrilla marketing, which focuses on low-budget but creative ways to promote goods and services. This approach allows companies to achieve significant results at minimal cost using non-standard advertising methods. Digital marketing, discussed in the fifth section, includes the use of digital channels to promote

⁶ E. A. Luneva. (2017). *ОВРЕМЕННЫЕ МАРКЕТИНГОВЫЕ ТЕХНОЛОГИИ*. OMG.TU.ORG. https://omgtu.ru/general_information/institutes/institute-of-design-and-technology/faculty-of-economics-and-service-technologies/the-department-of-economics-and-management/Izdaniya/%D0%9B%D1%83%D0%BD%D0%B5%D0%B2%D0%B0%20%D0%95.%20%D0%90.%20%D0%A1%D0%BE%D0%B2%D1%80%D0%B5%D0%BC%D0%B5%D0%BD%D0%BD%D1%8B%D0%B5%20%D0%BC%D0%B0%D1%80%D0%BA%D0%B5%D1%82%D0%B8%D0%BD%D0%B3%D0%BE%D0%B2%D1%8B%D0%B5%20%D1%82%D0%B5%D1%85%D0%BD%D0%BE%D0%BB%D0%BE%D0%B3%D0%B8%D0%B8.pdf

products. The author highlights such tools as contextual advertising, SEO, SMM and mobile marketing, which allow to accurately influence the target audience and promptly adjust marketing campaigns. The above reviews about up-to-date marketing technologies has shown how they enhance customer interaction, driving business goals. Such technologies may include content management systems, analytical platforms, e-marketing platforms, and social media management tools—all in the role of content and social media management. The critical studies, like those by Hoffman and Luneva, touch on the role that new marketing technologies, like artificial intelligence and augmented reality, play in the transformation toward better customer engagement and better marketing decision-making. Automatization, personalization, and ethical use of technological advances will be the keywords important for future developments in research. Since marketing technologies include marketing tools, next I want to explore existing marketing tools that are currently in widespread use or have only recently been used by marketers.

1.2 Existing marketing tools

Having learned from the above section about the separation of marketing technologies, I will move on to the first aspect that is included in marketing, namely marketing tools. To understand which tools from marketing technologies there are and from which existing tools I will then subject to research, I decided to study in more detail the literature and scientific materials that can help me collect a list of tools, study which marketing tools exist and further use them in the following parts, for this I studied the following articles. Probably one of the first significant works following this topic is “An Empirical Study of the Dual Domains Model of Justice and Relationship Quality: Evidence from Taiwan”⁷ by Shueh-Chin Ting in 2016 provides new links between a customer’s perception of justice, satisfaction, and commitment, all relating to the concept of relationship between a buyer and a vendor. The author empirically proved that procedural justice (and interactive justice) influences non-economic satisfaction, which in turn leads to benevolence trust (and integrity trust) and affective commitment (and normative commitment) in the end, which was labelled the social chain. The implication of this study is that companies should focus on translating “justice” in their marketing.

Another interesting area to be explored is the importance of internal marketing as a basis for customer relationship management, which was stressed in a 2000 Christian Grönroos book

⁷ Ting, Shueh-Chin. (2016). *n Empirical Study of the Dual Domains Model of Justice and Relationship Quality: Evidence from Taiwan*. Journal of Service Science and Management. https://www.researchgate.net/publication/304562264_An_Empirical_Study_of_the_Dual_Domains_Model_of_Justice_and_Relationship_Quality_Evidence_from_Taiwan

“Service management and marketing: a customer relationship management approach”⁸. Nevertheless, the book mostly focused on service businesses, largely leaving sales-based companies in the dark, which is a huge disadvantage of this work, making it only useful to a certain number of readers.

Grönroos dedicated many of his works to the marketing theme, another article that fits this description is his 2009 work in collaboration with Åke Finne “Rethinking marketing communication: From integrated marketing communication to relationship communication”⁹. The main point made was that relationship communication is the only kind where “several factors influence meaning creation”. Mainly the authors talk about the customers’ own perceptions and how they affect the final meaning of the message, which could have had a completely different goal initially. This deduction may seem obvious but extra awareness of this fact can considerably change a company’s methods when communicating with their clients.

Zbucheá et al. (2009)¹⁰ offers a look into the more psychological aspects of marketing origins, stating that this approach is a logical and consequent step in marketing development, where with the bigger focus on personality and individuality among people comes the reflection in the approaches business utilizes in order to interact with their clients. However, in my opinion this paper lacks necessary new research to confirm this conclusion.

Coviello et al. in their 2002 research “How Firms Relate to Their Markets: An Empirical Examination of Contemporary Marketing Practices”¹¹ empirically proved that all 4 types of firms: B2C goods, B2B goods, B2C services and B2B services had a relatively high level of interaction marketing, meaning that it is applicable in a wide variety of cases. Nevertheless, the paper requires additional information regarding newer business models such as ecosystems and the possible ways of interacting with customers if the company belongs both to the B2B and B2C markets.

⁸ Grönroos, C., & Internet Archive. (2000). Service management and marketing : a customer relationship management approach. In *Internet Archive*. Chichester ; New York : Wiley.
<https://archive.org/details/servicemanagemen0000gron/page/n9/mode/2up>

⁹ Åke Finne, & Christian Grönroos. (2009). *Rethinking marketing communication: From integrated marketing communication to relationship communication*.
https://www.researchgate.net/publication/233192524_Rethinking_marketing_communication_From_integrated_marketing_communication_to_relationship_communication

¹⁰ Alexandra Zbucheá. (2009). *Relationship Marketing - the New Marketing Approach*.
https://www.researchgate.net/publication/261876247_Relationship_Marketing_-_the_New_Marketing_Approach

¹¹ Nicole E. Coviello. (2002). *How Firms Relate to Their Markets: An Empirical Examination of Contemporary Marketing Practices*.
https://www.researchgate.net/publication/215915556_How_Firms_Relate_to_Their_Markets_An_Empirical_Examination_of_Contemporary_Marketing_Practices

All the aforementioned works have been quite dated, nevertheless, it was important to analyse the basis of the concept and its roots to understand exactly why so many researchers pay attention to it and add more and more new ideas and try to enhance the process of marketing. Now, I believe it is crucial to also investigate newer and fresher ideas published more recently. Nowadays the popularity of social media is a reality which have to deal with and businesses have to utilize it as efficiently as possible in order to stay in touch with their customers

The study "Attitudes towards Mobile Marketing Tools: A Study of Turkish Consumers" by Süleyman Barutçu¹², published in the *Journal of Targeting, Measurement and Analysis for Marketing*, explores the significant impact of mobile phone technology advancements on marketing strategies. This research specifically investigates Turkish consumers' attitudes towards various mobile marketing tools. According to Barutçu, mobile marketing is defined as using a wireless medium to provide consumers with time- and location-sensitive, personalized information that promotes products, services, and ideas, benefiting all stakeholders. The study emphasizes the growing popularity of mobile marketing due to the personal nature of mobile phones. Barutçu's research highlights several key mobile marketing tools: mobile advertising, mobile discount coupons, mobile entertainment services, location-based mobile services, mobile internet, and mobile banking. The survey results from 418 mobile phone users indicate that while adaptation to mobile shopping is low, users generally have positive attitudes towards other mobile marketing tools. The study suggests that specific target segments can be determined for mobile marketing strategies, with managerial implications provided to increase mobile commerce and marketing adaptation rates. The study further identifies that although mobile commerce is similar to internet-based e-commerce, it has unique characteristics such as ubiquity, personalization, flexibility, dissemination, convenience, instant connectivity, and location-specific information.

These features contribute to the distinct nature of mobile commerce and marketing. Barutçu's research concludes that the target customers for mobile marketing tools in Turkey are typically young and middle-aged individuals with high incomes, who work as officials in public institutions or are self-employed, have an undergraduate or graduate degree, are price-conscious, and are non-internet users. Mobile phone users who are 20-30 years old, students, or have higher education degrees are particularly inclined towards mobile entertainment services. The article "Digital Marketing Support and Business Development Using Online Marketing Tools: An Experimental Analysis" by Ari Warokka, Herman Sjahruddin, Sriyanto Sriyanto, Endang

¹² Barutçu, S. (2007). Attitudes towards mobile marketing tools: A study of Turkish consumers. *Journal of Targeting, Measurement and Analysis for Marketing*, 16(1), 26–38. <https://doi.org/10.1057/palgrave.jt.5750061>

Noerhartati, and Kundharu Saddhono¹³, published in the International Journal of Psychosocial Rehabilitation, examines the transformative impact of digital marketing on business development. The research underscores the indispensability of the internet as a global communication medium and highlights the rapid growth of online users, particularly in developing markets like China, India, and Brazil . Digital marketing, encompassing various online marketing tools, has significantly enhanced the ability of businesses to reach and engage customers. The study details several digital marketing strategies, including search engine optimization (SEO), e-commerce, and online advertising. SEO, in particular, is identified as a crucial technique for improving a company's visibility and generating web traffic, which in turn drives sales and promotions . The researchers note that online marketing is not only about creating web traffic but also about converting that traffic into sales and fostering customer relationships . The research also discusses the importance of aligning marketing strategies with consumer needs, emphasizing that businesses must adapt to the evolving digital landscape to remain competitive. By leveraging online marketing tools, companies can enhance their promotional efforts, streamline customer interactions, and ultimately achieve better business outcomes .

Roger Best book from 2018 “Marketing from the customer”¹⁴ provides a much-needed numerical analysis of a number of marketing techniques. The author categorizes customers as well as evaluates their attitude towards a company using different metrics. Besides his more pragmatic approach, his special attention to the customer stands out. Best makes it clear that the most important part of marketing planning is customer research in order to gain as much information as possible to cater to their every need.

It is also vital to explore the newer marketing tools. One of them is AI and Simantra et al. in a 2023 work titled “Artificial Intelligence Marketing”¹⁵ delve in the multiple uses of this technology and their impact on customer-vendor relationships. A lot of content is dedicated to optimizing of personalization, enhancing understanding and overall creating a more tailored experience, therefore developing a better version of marketing. The research also attributed a part

¹³ Ari Warokka. (2020). *Digital Marketing Support and Business Development Using Online Marketing Tools: An Experimental Analysis*. https://www.researchgate.net/profile/Ari-Warokka/publication/338908198_Digital_Marketing_Support_and_Business_Development_Using_Online_Marketing_Tools_An_Experimental_Analysis/links/5e4d4da0458515072da8f428/Digital-Marketing-Support-and-Business-Development-Using-Online-Marketing-Tools-An-Experimental-Analysis.pdf

¹⁴ Маркетинг от потребителя скачать бесплатно в epub, fb2, pdf, txt, Роджер Бест. (n.d.). In *flibusta.su*. Retrieved May 30, 2024, from <https://flibusta.su/book/21956-marketing-ot-potrebitelya/>

¹⁵ Juliater Simarmata. (2023). *Artificial Intelligence Marketing*. https://www.researchgate.net/publication/373173171_Artificial_Intelligence_Marketing

to the ethical part of using artificial intelligence with the purpose of connecting with clients, which is necessary in the age of rapid technological innovations.

S. Deepa and P. Chitramani in a 2014 *International Journal of Electronic Marketing and Retailing* article "Influence of loyalty programs on satisfaction and retail store loyalty"¹⁶ have proved that programme loyalty exhibits positive relationship with store satisfaction and store loyalty. Therefore, it is fair to assume that loyalty programmes, as a marketing tool can be used to increase these metrics if done correctly. There are some limitations to this research as it was based solely on the Indian retail industry and the final results could have been highly influenced by the cultural particularities.

There are some marketing tools that work the most effectively when used for attracting and retaining youth. Mas-Tur et al. (2016)¹⁷ especially emphasizes social media marketing as one of the methods to be the best at targeting adolescents. The authors especially accentuated the importance of frequent updates and incentives for participation as well as identified several creative strategies associated with customer engagement, specifically, exclusive, experiential, and image messages. Moreover, Ziyadin et al. (2019)¹⁸ found that SMM has great prospects of being utilized, especially in Russia and Kazakhstan where the study took place. The authors stated that the economic benefits and opportunities to increase loyalty that can be achieved by investing in social media marketing will only be possible with an audience with high digital literacy, which characterizes the youth.

"Gamification in Brand Awareness" by authors Alexander O. Zhuravlev, Egor Anatolyevich Savelyev and Maria Vitalievna Perederia provides a valuable look at the positive and negative aspects of using gamification in marketing, and also examines the main elements of this approach.

The authors of the article introduce the reader to the concept of gamification, defining it as the process of adding game elements to traditional marketing methods. The article focuses on the fact that gamification creates interest among consumers by offering them interaction with the brand through game mechanics. The structure of the article qualitatively represents the main elements of

¹⁶ S. Deepa & P. Chitramani, 2014. "Influence of loyalty programmes on satisfaction and retail store loyalty," *International Journal of Electronic Marketing and Retailing*, Inderscience Enterprises Ltd, vol. 6(2), pages 89-111.

¹⁷ Alicia Mas-Tur. (2016). *Social Media Marketing For Adolescents*. https://www.researchgate.net/publication/310470453_Social_Media_Marketing_For_Adolescents

¹⁸ (PDF) *The role of social media marketing in consumer behaviour*. (n.d.). ResearchGate. https://www.researchgate.net/publication/337734056_The_role_of_social_media_marketing_in_consumer_behaviour

gamification. The authors highlight such key elements as a progress bar, rewards and virtual currency, registration bonuses, referral rewards, and also give examples of their successful application in Russian companies.

Particular attention is paid to the advantages of gamification in marketing. The article notes that this strategy contributes to the completion of training, increases the average check, strengthens the interaction between the client and the brand, and also reduces the resistance to advertising material. The authors of the article understand that gamification is a dynamically developing trend that requires careful research. They emphasize the importance of an individual approach to each case of gamification implementation and recommend conducting marketing research before its implementation. In general, the article provides an extensive overview of the topic of gamification in marketing, including both positive and negative aspects of this strategy, which makes it a valuable contribution to the study of this area of marketing research.¹⁹ Also in the encyclopaedia of a marketer, an article from Mango office²⁰ discusses several levels of marketing, as well as specific usage tools.

Regarding the levels, they are divided into several—from basic to partner. The basic level of marketing involves the use of traditional marketing methods, where the main focus is on completing the transaction. To do this, the client is invited to go through the following stages: viewing advertising, familiarization with the catalogue on the website, adding products to the cart, placing an order and paying. When switching to the reactive level of marketing, the company continues to interact with the customer after making a purchase. For example, she can contact him in a few days to find out his opinion about the order, ask him to leave a review or evaluate the work of employees. Thus, the company demonstrates its willingness to help the client in case of problems with the product or service. A responsible level of marketing involves the constant interaction of the brand with the audience, not only at the time of purchase. The company discusses the product with customers, collects feedback and responds to positive and negative feedback. The main goal at this level is to show the client that his opinion is valuable and respected regardless of the context and tone of feedback. At the proactive level of marketing, the brand analyses feedback from customers and partners to identify weaknesses in its work. The company's task is to provide customers with a more pleasant interaction at all levels. The affiliate level of marketing is aimed

¹⁹ "Gamification in marketing as a tool to increase brand awareness" Alexander O. Zhuravlev, Egor A. Savelyev, Maria V. Perederiy

²⁰ *Маркетинг отношений: что это, концепция, виды и инструменты.* (n.d.). Www.mango-Office.ru. Retrieved May 30, 2024, from <https://www.mango-office.ru/products/calltracking/for-marketing/osnovy/marketing-otnoshenij/>

at strengthening relationships with stakeholders. The company develops a bonus system, introduces loyalty programs and referral programs to create comfortable conditions for repeat purchases, increase the average check and the long-term value of the client. Depending on its goals, a company can choose certain levels of marketing, skipping some or focusing on one that best suits the needs of the business and its strategy.

Turning to specific tools, the article discusses the following techniques. Marketing and classical marketing use approximately the same methods, but with different goals. In the classic approach, the focus is on the customer before the purchase, while in the new concept, the interaction between the brand and the customer continues after the purchase of the product.

The scientific work "Modern marketing tools of an industrial enterprise" by E.V. Kuzmin²¹ pertains to the major marketing tools, among them social networks, SEO, content marketing, email and analytical tools and the trends of their influence on business, as well as the trends in their development. Social media is one of the most influential means of marketing in the modern business environment. Thus, according to the study of Smith and Anderson, "a study of more than 500 companies national small business, 77% use social media in their marketing mix". There are many opportunities that the social media provide the companies with, including both direct contact with the current and target clients and the collection of valuable data regarding the customer preferences and consumers' behavior. The key platforms include Facebook, Instagram, Twitter, and LinkedIn, each of them offering some opportunities for targeting and communicating with the audience. Search Engine optimization can also be deemed one of the most valuable tools in the market, as it increases the visibility of the site in the search engines results.

More than 90% of the online experience is searched for in the search engines, consequently, SEO is vital for sites that need more and more organic traffic. Among the key factors of SEO are content optimization, the use of key queries, the optimization of the user experience, as well as well-designed backlinks. Content marketing is the strategic management of the content distribution to the audience with the purpose of acquiring a well-defined and targeted audience. Jones and Rowley (2018) conducted research and concluded that content marketing is an effective tool for attracting potential consumers and building their loyalty. The most common forms of communication are through blogs, videos, infographics, e-books, and webinars. Of course, email is considered to be one of the most powerful tools for marketing even with rapid technology and

²¹ *СОВРЕМЕННЫЕ МАРКЕТИНГОВЫЕ ИНСТРУМЕНТЫ ПРОМЫШЛЕННОГО ПРЕДПРИЯТИЯ*. (n.d.). Cyberleninka.ru. Retrieved May 30, 2024, from <https://cyberleninka.ru/article/n/sovremennyye-marketingovyie-instrumenty-promyshlennogo-predpriyatiya/viewer>

platform development. Email is the most widely used means of communication, taken from the previous research of the Radicati Group (2020), which states that more than 3.9 billion people all over the world have an e-mail. Email campaigns allow companies to share their personalized offerings directly with their customers and share information about new products and services. Since the evaluation is important, analytical tools serve as a means to evaluate the effectiveness of marketing campaigns and strategies.

Modern analytics platforms, such as Google Analytics, helps companies to track the behavior of users on their sites, their results of advertising campaigns, and make well-grounded decisions. Using data and analytics helps companies optimize their marketing efforts and get a more significant result. Current trends in the development of marketing tools are artificial intelligence and machine learning to provide a personalized approach in marketing messages and automatization of processes, a significant part is given to the growing role of video and interactive content, a focus on data protection and consumer privacy. AI and ML help analyze much data and predict consumer behavior; that, in turn, will become the ground for the development of marketing campaigns that will be effective and well-grounded in this respect. Video is already a very popular format among the consumers in terms of the different content they consume, so companies need to develop their new approaches to its creation and distribution. Simultaneously, there are growing demands in the field of data protection and on consumer privacy, which makes companies adapt strategies for compliance with all the new requirements.

Another method of marketing influence on young adults was proven to be effective by F. Fadhilah and G. Saputra in their 2023 work “Factors in Influencer Marketing That Affect Generation Z's Impulse Buying Behaviour on Instagram”²² is influencer marketing. The paper revealed that microinfluencers that let clients to feel the most connected have the most credibility and Gen Z overall tend to trust social media personalities’ judgment, therefore leading to impulse purchases. Nevertheless, the results can still be useful as they show the factors that make influencers have an impact on users overall. The fairness investigation by science has been revealed to be equated with customer services, and it has a vast influence on customer contentment and commitment. This element has to be considered topmost in a marketing strategy. The relation management with the customer takes the importance of inter-marketing and interaction between the customers. The mobile basis of young and middle-aged people is gaining much attention under

²² Fadhilah F. (2023). *Factors in Influencer Marketing That Affect Generation Z's Impulse Buying Behavior on Instagram*.

https://www.researchgate.net/publication/375105683_FACTORS_IN_INFLUENCER_MARKETING_THAT_AFFECT_GENERATION_Z'S_IMPULSE_BUYING_BEHAVIOR_ON_INSTAGRAM

the digital marketing concept. Digital marketing on mobile with SEO, social networking, etc. This helps in increased customer satisfaction due to the use of loyalty programs and gamification. AI in marketing contributes to better interaction and more personalization because, with the help of influencers, marketing was turned into shopping—in most cases, infrequent for Generation Z. Thus, we are moving from marketing tools to online platforms and social networks.

1.3 Existing online platforms and social networks

Next, I turn to the study of social networks and online platforms that exist on the market and that have been used or are still being used and that are popular. In order to study the second aspect of marketing technologies, namely social networks and partially online platforms and mobile applications that are able to retain an audience. I will also consider in this section how the Z generation interacts with social networks, so that later we can move on to studying youth. The article "Research of business promotion opportunities on various Internet platforms using Social Media Marketing tools" by authors E.I. Makrinova, I.V. Rozdolskaya and E.V. Matuzenko²³ analyzes various social networks and online platforms in the context of using social media marketing tools.

The work examines the various tools and methods applicable to business promotion on these platforms. The article mentions the following social networks and platforms. Social media has become synonymous with marketing opportunities, providing brands and companies with platforms to promote and attract the attention of their audience. Instead of a simple means of communication, these networks have become an indispensable tool for strengthening the image and expanding the customer base. Facebook Instagram, LinkedIn, YouTube, TikTok and other social platforms provide a variety of marketing opportunities, from fine-tuned advertising and visually appealing content creation to professional networking and creative video formats. Proper use of these tools gives not only to maintain your presence in the online world, but also to actively develop, attracting new customers and strengthening your position in the market.

Additionally, conducting of Danil Alexandrovich Strunin's article on the impact of social networks on business²⁴ is a key stage of the research. Facebook Instagram, Twitter, LinkedIn, YouTube, TikTok, Pinterest and Reddit are highlighted in this paper in the context of commercial

²³ ИССЛЕДОВАНИЕ ВОЗМОЖНОСТЕЙ ПРОДВИЖЕНИЯ БИЗНЕСА НА РАЗЛИЧНЫХ ИНТЕРНЕТ-ПЛАТФОРМАХ С ИСПОЛЬЗОВАНИЕМ ИНСТРУМЕНТОВ SOCIAL MEDIA MARKETING - *Фундаментальные исследования (научный журнал)*. (n.d.). Fundamental-Research.ru. Retrieved May 30, 2024, from <https://fundamental-research.ru/ru/article/view?id=42963>

²⁴ Лыткина, Е. А., & Струнин, Д. А. (2023). Социальные сети и их влияние на бизнес. *Молодой ученый*, 479, 72–73. <https://moluch.ru/archive/479/105378/>

activities. Facebook stands Instagram out as a platform that provides interaction with a wide audience, while Instagram is used to create visual content and promote products. Twitter provides fast communication with customers, and LinkedIn is important for B2B communications. YouTube, TikTok, Pinterest and Reddit provide opportunities for creating content, engaging audiences and discussions. These platforms are considered important tools for expanding the audience, interacting with customers and improving the brand's reputation in modern business. Accordingly, popular foreign social networks that are in use by many are considered first, and then in the next article social networks that are aimed more at residents of the CIS countries are considered.

The article "Social Media marketing technologies for small businesses" by authors N. V. Luzhnova and M. V. Fedorov²⁵ raises the question of the importance of social networks and online platforms in modern marketing. In the context of this article, although there are no specific mentions of Russian social networks, there are popular online platforms in the Russian segment of the Internet that can be effectively used to promote small businesses. Attracting attention to small businesses in the Russian market can be successfully implemented through the use of popular social networks such as VKontakte (VK), Odnoklassniki and My World. VK, which is one of the most widely used platforms in Russia and CIS countries, provides extensive opportunities for creating communities, posting content, conducting targeted advertising and interaction with the target audience. Odnoklassniki, also a popular platform among Russian users, is especially attractive to the older generation. Here businesses can create groups, organize events, advertise and interact with potential customers. My World, another significant Russian social network, offers opportunities to create profiles, groups and communities, as well as share content and communicate with other users. Taking into account the peculiarities of the Russian Internet space, the effective use of social platforms such as VKontakte, Odnoklassniki and My World can be a key element of successful marketing.

I observed the following things that, there is a plethora of various marketing tools which all differ in their goals, ways of achieving them, relevance and much more. Besides, there is a separate group of methods that work the best for a certain demographic – young adults and the next chapter will be dedicated to them specifically. In the course of my analysis of the previous

²⁵ Н. В. Лужнова. (2022). *ТЕХНОЛОГИИ МАРКЕТИНГА В СОЦИАЛЬНЫХ СЕТЯХ ДЛЯ МАЛОГО БИЗНЕСА*.

https://www.researchgate.net/publication/362211824_MARKETING_TECHNOLOGIES_IN_SOCIAL_NETWORKS_FOR_SMALL_BUSINESS/fulltext/643950962eca706c8b5cb1a7/Marketing-technologies-in-social-networks-for-small-business.pdf

articles, various marketing tools that are actively used in modern practice have been identified and described. This article provides the basic marketing techniques used to achieve various business goals. The variety of tools mentioned reflects the variety of approaches available to marketers to influence the market and target audience.

In recent years, social media has become an important platform for business marketing, providing companies with the opportunity to interact with consumers on a new level. In the article "Social networks as a platform for business marketing", authors Braulio Alturas and Carla Almeida²⁶ analyze the behavior of Portuguese users and the impact of brands' presence on social networks. The study shows that factors such as the effectiveness of advertising, the intention to make a purchase, the form and duration of exposure to advertising, the importance of the brand and the quality of available information significantly affect the presence of companies on social networks and their perception by users. Julia Heidemann in her article "An overview of online social networks"²⁷ gives an overview of the main characteristics and functions of online social networks, as well as their development and classification. She discusses the impact of social media on business, emphasizing that companies are often unsure of the real benefits of using these networks in a business context. The article also discusses the main risks and challenges associated with the use of social networks, which helps companies better understand how and in which business functions they can be reasonably used.

These three articles highlight the need to understand cultural and social contexts in order to use social media effectively in business and marketing. Francisco J. Mata and Ariella Quesada in the article "Web 2.0, Social Networks and E-commerce as Marketing Tools" discuss the development of Web 2.0 and its impact on marketing. They argue that social media, as part of Web 2.0, is a powerful marketing tool, allowing companies to interact with a huge audience. The article discusses various strategies such as creating company profiles, using targeted advertising, and the impact of viral marketing. The authors emphasize that social networks can serve both to improve the brand image and to directly increase sales through integration with electronic trading platforms. In same time the study "Generation Z: consumer behavior in the digital environment" by Beregovskaya T.A. and Grishaeva S.A.²⁸. analyzes the peculiarities of behavior of representatives of generation Z on the Internet and their interaction with companies through omnichannel

²⁶ Alturas, B. & Almeida, C. (2015). Social networks as a platform for business marketing. In Christian Wolf (Ed.), Proceedings of the LCBR European Marketing Conference 2015. Lisboa: Lupcon Center for Business Research.

²⁷ Heidemann, J., Klier, M., & Probst, F. (2012). Online social networks: A survey of a global phenomenon. *Computer Networks*, 56(18), 3866–3878. <https://doi.org/10.1016/j.comnet.2012.08.009>

²⁸ Поколение z: потребительское поведение в цифровой среде. (n.d.). Cyberleninka.ru. Retrieved May 30, 2024, from <https://cyberleninka.ru/article/n/pokolenie-z-potrebitelskoe-povedenie-v-tsifrovoy-srede/viewer>

marketing. The authors note that there is no single digital format, and the company's interaction with the consumer is facilitated by an omnichannel marketing strategy, which creates conditions for continuous and convenient interaction. The study revealed both opportunities (for example, the ability to independently choose the method of interaction and change the channel during the purchase process) and barriers (for example, the lack of separate online sales channels and inconvenient interfaces) Facebook Instagram, VKontakte, YouTube and Generation Z media outlets have been identified to implement omnichannel marketing among Generation Z. Media outlets have been identified, including social networks such as VKontakte, Instagram, YouTube and Facebook. It has been established that the consumer behavior of Generation Z is significantly influenced by opinion leaders such as bloggers, peers and senior interlocutors whom they find on social networks.

An important aspect of the research is the recognition that the Internet environment is dynamically developing, and marketing strategies must adapt to changes. Omnichannel marketing, which combines online and offline channels, is becoming increasingly relevant for effective interaction with Generation Z consumers. Among the advantages of this strategy are the personalization and integration of service processes, which allows companies to better understand and meet customer needs. Generation Z, being the first to grow up in a digital environment, actively uses smartphones and social networks, which requires companies to optimize their presence in the online space. Fast website loading times, online shopping opportunities, and interaction through mobile apps are becoming critical to attracting and retaining the attention of these young consumers. Research results show that representatives of Generation Z tend to trust social media and the opinions of their online referents, which makes collaboration with bloggers and an active presence on social networks important marketing tools.

The study of the scientific article "The use of digital marketing tools by Russian media projects: the creation and refinement of classification" Vladislav Sergeevich Chaltsev²⁹ allows to identify the following marketing tools and social networks that are most suitable for a youth audience. Social media such as Instagram, TikTok and YouTube provide ample opportunities for the creation and distribution of visual and video content, which is especially attractive for young people who actively consume content in these formats. Using hashtags and tagging on Instagram and Twitter can significantly increase the visibility of content among the youth audience, who

²⁹ Чальцев, В. С. (2022). Использование инструментов цифрового маркетинга российскими медиапроектами: создание и уточнение классификации. *Коммуникации. Медиа. Дизайн*, 7(3), 63–97. <https://cmd-journal.hse.ru/article/view/14472>

actively use these platforms to find and discuss topics of interest to them. The use of analytics tools such as Instagram insights and YouTube Analytics let media projects to analyze the behavior of their audience and make informed decisions on content optimization and marketing strategies, as well as the use of YouTube advertising tools, let media projects to further promote their content among the target audience, including young people.

Then it can be said that active interaction with the audience through comments, likes and reposts on social media platforms helps media projects to build closer relationships with the youth audience and create a community around their content. Young people have already introduced game mechanics into many aspects of their lives, so using gamification in marketing seems natural and entertaining to them. They love to compete, achieve goals and receive rewards, and gamification provides them with this opportunity, making interaction with brands more exciting and attractive. In a world where information noise is constantly increasing, personalized content helps young people find and consume exactly what suits their interests and preferences. They value individuality and expect brands to address them as unique individuals rather than as anonymous parts of the audience. Young people, especially students and young professionals, are often limited in budget, so the opportunity to receive free gifts, discounts or bonuses is very attractive for them. This stimulates their engagement with the brand and motivates them to remain its regular customers. Young people prefer active participation and interaction instead of passive observation. Interactive events such as online broadcasts, challenges and contests create an opportunity for them not only to consume content, but also to participate in its creation and formation.

Reviews, recommendations and feedback from other users are an important source of information for young people when making decisions about buying or choosing content. They trust the opinion of their peers and seek confirmation of the social significance of the content or product. Therefore, I can come to the following conclusion that these marketing tools and social media provide young people with the opportunity to interact with brands and content in an interesting and engaging way, making them especially suitable for today's youth who are actively involved in the digital world. They not only help to attract the attention of young people, but also build long-term relationships and brand loyalty.

Meanwhile, another one scientific article "Marketing research of youth Internet activity", Vladislav Sergeevich Chaltsev,³⁰ examines the main aspects of youth social activity, which is

³⁰ Чальцев, В. С. (2022). Использование инструментов цифрового маркетинга российскими медиапроектами: создание и уточнение классификации. *Коммуникации. Медиа. Дизайн*, 7(3), 63–97. <https://cmd-journal.hse.ru/article/view/14472>

presented in the form of Internet activity. Based on the conducted marketing research, the peculiarities of the manifestation of social activity of young people in online resources were determined. Instagram, TikTok, telegram, YouTube are the marketing tools and social networks that are suitable for young people. These platforms give young people to express their views, share their interests and interact with others. They also provide opportunities for marketing campaigns that can be customized to reach a specific audience. Marketing tools such as content marketing, social media marketing, and influence marketing have also proven effective in attracting the attention of young people. These tools let to create and distribute content that meets the interests and needs of young people, thereby increasing their engagement and interaction. In conclusion, marketing tools and social networks play an important role in the Internet activity of young people. They provide platforms for expression, communication and interaction, as well as offer marketing opportunities to reach this dynamic and active audience.

Since marketing technologies can be divided into marketing tools and online platforms on which these tools can be used, then next I would like to consider attracting an audience and retaining an audience, then next we will consider theoretical material on tools and platforms that are able to retain and attract an audience. Social networks and online platforms have become tools for business promotion using social media marketing strategies. Research indicates that platforms like Facebook, Instagram, LinkedIn, YouTube, TikTok, and others offer a variety of marketing opportunities, ranging from targeted advertising to creating visual content. Analysis of various studies highlights that using these platforms not only maintains an online presence but also actively grows the business by attracting new customers and strengthening market positions. Special attention is given to platforms popular in Russia, such as VKontakte, Odnoklassniki, and Moi Mir, which are working for promoting small businesses. An important aspect is the behavior of Generation Z, who actively engage with the digital environment and social networks, demanding companies optimize their online presence and adapt marketing strategies to their needs. Studies emphasize the significance of omnichannel marketing and collaboration with bloggers for successful interaction with this audience. Therefore, understanding cultural and social contexts and adapting strategies to specific demographic groups are key to using social networks in business marketing.

1.4 Attraction and retention the audience

Since marketing technologies can be divided into technologies for attracting an audience and retaining an audience, then next we will consider the theoretical material on attracting and retaining an audience. Next, I would like to understand in more depth what audience attraction and retention is, through which tools it is possible to do this, and what the efficiency of attracting and

retaining tools is. Audience engagement in marketing³¹ is the activation of everything that is planned and begun to attract potential buyers and retain their interest in the company's products or services. Thus, this is an integral part of any business that aspires to be successful on the market. It involves a set of practices and techniques to engage the target audience and make it interact with the brand. One of the key elements to attract the audience is to understand their needs and interests. The companies perform various kinds of market research, analyze what the customer is involved in, and collect insights that will help in creating more productive marketing campaigns. Audience segmentation helps the companies target their efforts and their offers more precisely, boosting the chances of success. Perhaps the most common form of audience attraction is content marketing, which enables the company to gain trust among the target audience. Good and quality content creation begets trust and credibility among the target audience. Content could be delivered as articles, blogs, videos, podcasts, infographics, and various informative pieces that solve problems for consumers. Also, content marketing does not only attract new customers but also promotes loyalty to existing customers. So, what really matters in drawing in the audience is qualitative user experience. High-quality, easy-to-navigate website; quality customer service; fast and reliable delivery—these are the reasons customers get happy and come back. Satisfied customers usually recommend the company to their friends and acquaintances; that helps attract a new audience by word of mouth.

In marketing, audience retention³² is about keeping customers over time. It is not enough to lure the clients into your product so that convert them into regulars; they must return to again and again. This is achieved through a diversity of strategies and methods designed to retain customers' interests in the product and guarantee their loyalty and satisfaction. The marketing area is important in customer retention because of the high cost of acquiring new customers compared to that of keeping the old ones. Long-term customers bring more profits because they make purchases on a regular basis, recommend your brand to their friends, and are not so price sensitive. Therefore, customer retention let for the stabilization of business growth and strength in the position in the market. Among the central strategies for retaining the audience is a high level of service and quality of a product. A happy customer will sooner or later return to when the right product or service is given to them. Very importantly, regular feedback needs to be monitored with a timely response to problems and the realization of wishes. Such an attitude toward customers by

³¹ *Маркетинг привлечения и удержания клиентов*. (n.d.). Cyberleninka.ru. Retrieved May 30, 2024, from <https://cyberleninka.ru/article/n/marketing-privlecheniya-i-uderzhaniya-klientov/viewer>

³² *Маркетинг привлечения и удержания клиентов*. (n.d.). Cyberleninka.ru. Retrieved May 30, 2024, from <https://cyberleninka.ru/article/n/marketing-privlecheniya-i-uderzhaniya-klientov/viewer>

the company increases their trust and loyalty. Another successful strategy is a loyalty program that can include some discounts, bonus points for repeat purchases, special proposals for the regular buyer, and much more. The provided loyalty program helps to motivate customers for new purchases, thus creating even stronger attachment to the brand and its regular purchase locations. Another important aspect of keeping the audience retained is personalizing actual customer touchpoints. Using data concerning customer preference and behavior will enable a way to develop some level of personalization in the offers which align with their interest and needs. Therefore, it is important; personalization does make the engagement with the brand more meaningful and valuable to customers in a way. Another good strategy for audience retention is retargeting: target the audience of a website that showed interest in your product or service but did not buy. This simply reminds them about your offer and encourages a full purchase. Continuous analysis and improvement of customer experience are the keys to retaining the audience. Data on customer behavior, satisfaction, and preferences must be continuously gathered and analyzed to point out weaknesses and find the opportunity to increase them. It helps in the adaptation of marketing strategies and makes them more effective. It is only an integrated approach that takes into consideration all the above, with effectiveness in retaining customers and thereby ensuring stable business growth.

The article «Marketing of attracting and retaining customers» by I. A. Korzhan³³ says that the modern Russian marketing industry plays a significant role in the development of the country's economy. It is important to understand how different marketing strategies affect customer acquisition and retention in order to increase the profitability of companies. Marketing aimed at attracting customers has several key factors. Firstly, information about the preferences and interests of potential customers helps to target marketing programs to those who are most likely to be interested in the offer. Secondly, data analysis and segmentation allow to focus on more valuable customers, which helps to increase profits. Thirdly, marketing should not only attract new customers, but also ensure their long-term loyalty. Effective measures to attract customers can also increase their loyalty, but it is important to take into account possible financial losses from providing special offers only to new customers, which can negatively affect loyal consumers. Customer retention marketing helps to retain loyal customers and includes the following factors. Customer volatility: In some industries, customers often change their preferences. Identifying such customers and retaining them is the key to success. The high value of customers allows the

³³ *Маркетинг привлечения и удержания клиентов.* (n.d.). Cyberleninka.ru. Retrieved May 30, 2024, from <https://cyberleninka.ru/article/n/marketing-privlecheniya-i-uderzhaniya-klientov/viewer>

company to invest more in marketing to retain them. Customer retention measures can keep some of the customers who would otherwise leave. It is important that customer retention activities do not reduce the trust of loyal customers. Special offers should be provided through direct marketing or personal contacts. The main focus should be on the balance between attracting new customers and retaining existing ones in order to achieve the greatest profit and sustainable business development.

The article "The Effect of Services Marketing Mix Dimensions on Attracting Customers and Retaining Them"³⁴ explores the impact of various aspects of the marketing mix on attracting and retaining customers using the example of Jordanian insurance companies. The main components of the marketing mix discussed in the article are physical evidence, service providers, and the service delivery process. The results of the study, based on data from a survey of 100 clients from 15 insurance companies, showed that all these components have a positive effect on attracting and retaining customers. Physical evidence includes aspects such as the appearance of offices and staff, promotional materials, and branding strategies that help create and strengthen a positive perception of the company by customers. The study showed that the quality of the physical environment and visual elements significantly affects customer trust and loyalty. Service providers, i.e. employees who interact directly with customers, play a key role in establishing long-term positive relationships and trust. Customers appreciate the professionalism and competence of employees, which increases their satisfaction and desire to continue cooperation with the company. The service delivery process, which includes the efficiency and convenience of all procedures from start to finish, is also an important factor for customer retention. Simplification and optimization of service processes, the use of modern technologies and ensuring transparency of interaction contribute to increasing customer satisfaction and loyalty. Thus, in order to successfully attract and retain customers, insurance companies must pay attention to improving all aspects of the marketing mix, especially physical evidence, service quality and process efficiency. This not only helps to meet the needs of current customers, but also attracts new ones by increasing the overall competitiveness of the company.

³⁴ Hameed al-Debi. (2015). *The Effect of Services Marketing Mix Dimensions on Attracting Customers and Retaining Them: the Case of Jordanian Insurance Companies*. https://www.researchgate.net/profile/Hameed-Al-Debi/publication/282582482_The_Effect_of_Services_Marketing_Mix_Dimensions_on_Attracting_Customers_and_Retaining_Them_the_Case_of_Jordanian_Insurance_Companies/links/5c0ec24b299bf139c74fac0c/The-Effect-of-Services-Marketing-Mix-Dimensions-on-Attracting-Customers-and-Retaining-Them-the-Case-of-Jordanian-Insurance-Companies.pdf

The article "Precision Marketing as a Factor for Attracting, Retaining and Leveraging Profitable Customers" by authors Snezhana Obednikovskaya and Karolina Ilieska³⁵ examines the concept of precision marketing as a way to attract and retain profitable customers. The main function of marketing is communication between the company and consumers. Companies divide customers into profitable ones and those who bring negative value. Significant marketing efforts are required to maintain profitable customers and turn them into loyal consumers. Precision marketing focuses on segmentation and targeting, which allows to better serve customers and increase profitability. Market segmentation involves dividing consumers into groups based on various characteristics, which allows companies to effectively target specific segments. In the 1990s, marketing began to focus on retaining existing customers, as this requires lower costs compared to attracting new ones. Mass marketing, in turn, involves ignoring the differences between segments and offering a single product to the entire market. However, with the development of technology, companies have gained new opportunities for data collection and analysis, which has made it possible to adapt marketing efforts to narrow segments.

Precision marketing is based on customer relationship management, combining business processes and technology to create deeper and more profitable relationships. This approach includes four phases: defining campaign goals and collecting data, segmenting data and creating an action plan for each segment, executing the plan, and measuring effectiveness. The study conducted by the authors showed that companies are interested in implementing precision marketing and recognize its impact on improving customer engagement, retention and profit growth. Empirical analysis has confirmed the statistical significance of the relationship between the introduction of precision marketing and the improvement of customer service. In conclusion, it is emphasized that marketing must constantly look for ways to serve customers more effectively, turning them into loyal and profitable consumers. Precision marketing allows to focus on specific market segments, reducing costs and making results measurable, which contributes to the further development of the concept.

Summing up this section of the literary review, I can say that attracting and retaining an audience are aspects of an existing business, including the use of various tools and strategies to enhance interaction with the brand. Attracting an audience is based on understanding its needs through market research and creating high-quality content, which contributes to customer trust and

³⁵ SNEZANA OBEDNIKOVSKA. (2016). *PRECISION MARKETING AS FACTOR FOR ATTRACTING, RETAINING AND LEVERAGING PROFITABLE CUSTOMERS*.
https://eprints.uklo.edu.mk/id/eprint/2323/1/11_Snezana.%20Ilieska.pdf

loyalty. A high-quality user experience is important, including a user-friendly website and a high level of service. At the same time, audience retention is focused on maintaining customer interest in the product, which is achieved through high quality service, loyalty programs, personalized offers and retargeting. Collecting and analyzing data on customer behavior allows to adjust marketing strategies to increase their effectiveness. Thus, an integrated approach that includes all of the above elements contributes to the stable growth of the business and strengthens its position in the market. Next, I turn to the study of generation Z and their features, as well as how this generation differs from other generations.

1.5 Comparison of different generations

In the next block, I will study theoretical scientific material on generation Z in order to better learn their features, characteristics, how this audience stands out and what their thinking and tendencies are. To begin with, in order to study this generation more deeply, I would like to consider how representatives of generation Z differ from other generations, in what aspects they differ and how they stand out from their background.. The study of differences between generations X, Y and Z is an important area in sociology and psychology, to understand how values, attitudes and behavioral models change depending on the historical context and technological progress. The article by T.G. Kukulite and E.A. Karpova "Features of the formation and development of competencies of generations X, Y, Z"³⁶ offers an in-depth analysis of the socio-psychological characteristics of these generations and their competencies, which letfor a better understanding of the features of interaction and value formation in different age groups. Generation X, which includes people born between 1963 and 1984, is characterized by a willingness to change and global awareness.

Representatives of this generation grew up in the face of significant social and economic changes, such as the collapse of the Soviet Union and the transition to a market economy. These events contributed to the development of their qualities such as independence, pragmatism and technical literacy. One of the key characteristics of this generation is their independence, formed in the conditions of employment of parents and the need to independently solve many household and educational tasks. They value the opportunity to choose and strive for self-realization through professional activity. For them, work is a way to show their abilities and achievements, and not just a source of income. High earnings and workplace stability are important values for them,

³⁶ Особенности формирования и развития компетенций поколений X, Y, Z. (n.d.). Cyberleninka.ru. Retrieved May 30, 2024, from <https://cyberleninka.ru/article/n/osobennosti-formirovaniya-i-razvitiya-kompetentsiy-pokoleniy-x-y-z/viewer>

which is confirmed by V.S. Magun's research on labor values. Generation Y, or millennials, born from 1985 to 1998, were shaped by information technology and globalization. They grew up in the face of economic crises and the rapid development of technology, which left an imprint on their values and behavioral patterns. Millennials value freedom, strive to achieve results quickly, and value creativity and innovation highly. For millennials, the opportunity to learn and develop is important, they are ready to work in a team and strive for recognition of their achievements. Information technology plays a key role in their lives, they actively use the Internet and social networks to communicate and work. Globalization has led to the fact that national and cultural differences are less important to them, which contributes to a more open and tolerant outlook on the world. Generation Z, born after 1999, is a fully digital generation.

They grew up in a world where the Internet and mobile technologies are an integral part of everyday life. This generation is characterized by a high degree of independence and innovation, they prefer creative and non-standard work, often rejecting routine. For Generation Z, their own lifestyle and freedom of choice are important. They actively use virtual reality and the Internet for work and communication, which get them to work effectively in virtual teams and create new organizations. Generation Z demonstrates high adaptability to technological changes and actively supports environmental and social initiatives. The main differences between generations X, Y and Z are manifested in their attitudes towards technology, work and social values. Generation X, who grew up at the junction of the analog and digital eras, values stability and independence. Millennials who have actively integrated technology into their lives strive for flexibility and self-realization. Generation Z, which grew up in a fully digital world, is characterized by a high degree of independence and innovation. In addition, the differences are manifested in their value orientations. Generation X, which has experienced significant social changes, is prone to pragmatism and independence. Millennials strive for teamwork and recognition of their achievements, highly value professional development and social responsibility. Generation Z is focused on creativity and innovation, actively uses digital technologies and supports environmental and social initiatives. Understanding the differences between generations X, Y, and Z is important for effective management, education, and marketing. Taking into account the characteristics of each generation, more adaptive and effective interaction strategies can be developed, which will better meet their needs and expectations. In the context of rapid technological progress and globalization, it is important to maintain flexibility and adaptability in order to successfully integrate representatives of all generations into modern society and the economy.

The article by Yulia V. Litvinova and German Aslanbekovich Chedzhemov "Generations X and Z: Why is it important for economics and business to know their features, similarities and differences?"³⁷ explores the key aspects that distinguish generations X and Z, as well as their impact on business and the economy. The article emphasizes that each generation has unique strengths and weaknesses, differences in communication styles and expectations that can create tension in the work environment. For successful human capital management, it is important to study work habits and predict the needs of each generation. The authors note that understanding the differences in the tastes and habits of generations X and Z helps company executives to work together more effectively. The article raises the issues of attracting the younger generation to work and retaining valuable and experienced employees. In addition, it is discussed what companies should do to ensure that Generation Z buys their products. The article highlights important historical events and social factors that influenced the formation of characteristics of each generation. For example, Generation X, born between 1963 and 1984, was shaped by the Cold War, the advent of personal computers and other significant events. This generation is characterized by a high level of skepticism, workaholicism and individualism. On the other hand, Generation Z, who grew up in the era of globalization and the Internet, demonstrates progressivity, pragmatism and social responsibility. Young people from this generation value personal space, prefer anonymous social networks and carefully protect their personal information. They are also more selective in their purchases, preferring to analyze and choose the best options among a variety of offers.

The authors present the results of sociological surveys, demonstrating the preferences of representatives of generations X and Z in relation to obtaining information, payment methods, consumer preferences and ideal working conditions. According to scientific articles that were found, we can see the following conclusions. Generation X (1963-1984) orients toward gaining the following characteristics: self-sufficiency, pragmatism, and technological competence; stability in work and obtaining a significant level of income in life. Generation Y (1985-1996), or millennials, matured in the conditions of information technologies and globalization and appreciates freedom, innovations, and teamwork. Generation Z are the people born after 1997. These are the children of the digital era—cohort ages who are already literally independent innovators inside virtual reality or the Internet, working and communicating issues and supporting environmental and social initiatives within this channel themselves. Thus, differences in the

³⁷ *Поколения x и z: почему для экономики и бизнеса важно знать их особенности, сходства и различия?* (n.d.). Cyberleninka.ru. Retrieved May 30, 2024, from <https://cyberleninka.ru/article/n/pokoleniya-x-i-z-pochemu-dlya-ekonomiki-i-biznesa-vazhno-znat-ih-osobennosti-shodstva-i-razlichiya/viewer>

attitude toward technology, work, or taking part in shares related to social value can be tracked among generations. Now, let's delve into further specifications for the study of Generation Z.

1.6 Generation Z with their needs and characteristics

Due to the fact that generation Z has grown up in the era of information progress, there has been a significant change in preferences and behavior in the online environment. Today's young people turn to digital channels for information and entertainment, and are accustomed to a constant presence in the online space. Given this fact, it is necessary to take into account that the methods of attracting and retaining their attention must be adapted to digital reality. Generation Z, representing a significant proportion of the target audience, is currently an important market segment. Taking into account this factor, it is necessary to develop and implement specific approaches to attracting and retaining their attention, taking into account their characteristics and preferences. Thus, in order to effectively interact with Generation Z, it is necessary to understand what they love, what attracts them, and take into account their digital habits and preferences. Next, I will explore Generation Z

Authors Shefaly Shorey, Valerie Chan, Priyadharshni Rajendran, Emily Ang articles: "Learning styles preferences and needs of generation Z healthcare students: Scoping review"³⁸ and articles Gen Z: The Superhero Generation. Authors Regina Luttrell and Karen McGrath³⁹ argue that Generation Z, also known as digital Aborigines, has unique characteristics that determine their preferences and learning needs. This article is an overview that explores the learning styles, preferences, and needs of Generation Z students in the field of healthcare. Research has shown that Generation Z, born since 1995, has special characteristics that are formed in conditions of high technological integration. These students prefer visual and kinesthetic learning, independence and active involvement in the learning process. Despite their advanced knowledge of technology, they have difficulty with social skills, especially in face-to-face communication, which can affect their professional skills in the field of healthcare. The authors of the article use the five-step model of Arcsi and O'Malley (2005) to systematize data from six electronic databases covering the period from June 2016 to July 2021. As a result of the analysis, four main topics were identified: characteristics of Generation Z students, their learning styles and preferences, needs and future

³⁸ Shorey, S., Chan, V., Rajendran, P., & Ang, E. (2021). Learning styles, preferences and needs of generation Z healthcare students: Scoping review. *Nurse Education in Practice*, 57(103247), 103247. <https://doi.org/10.1016/j.nepr.2021.103247>

³⁹ Luttrell, R., & McGrath, K. (2021). Gen Z: The Superhero Generation. In *Google Books*. Rowman & Littlefield. https://books.google.ru/books?hl=ru&lr=&id=E-cZEEAAQBAJ&oi=fnd&pg=PR7&dq=generation+z+characteristics&ots=9U3diviyUX&sig=IMMhOBDM9Wotq7dg7w-zrkAg2L0&redir_esc=y#v=onepage&q=generation%20z%20characteristics&f=false

directions for teachers. The main findings include recommendations for adapting educational practices to meet the unique needs of Generation Z students. It is important to integrate technological resources and self-learning strategies to create a safe and optimal learning environment. To develop future pedagogical approaches, the possibility of using a theoretical framework should be considered, which will allow teachers to effectively support students of all generations.

Thus, the study highlights the need to revise educational frameworks and methods to meet the needs of Generation Z, which requires flexibility and innovation in teaching practices.⁴⁰

This has resulted in unique characteristics that differentiate them from previous generations. A study by McKinsey surveyed⁴¹ more than 16,000 consumers in six countries—Australia, China, Indonesia, Japan, South Korea, and Thailand. The study found that Gen Zers in the Asia-Pacific region have their own unique characteristics. They rely heavily on social media, prefer brands that show their personality and uniqueness, are greatly influenced in their brand selection by video content, and want to be seen as environmentally conscious. They also stand out for their high digital engagement, with almost a third of Gen Zers spending six hours or longer a day on their phones. Generation Z in the U.S. has been shaped by significant events such as the Great Recession of 2007–09 and the COVID-19 pandemic. They are the most diverse generation of Americans to date, with nearly 50 percent being racial and ethnic minorities. They are also more likely to be irreligious than older cohorts.

Generation Z in Europe is influenced by various country-specific drivers and characteristics. Key themes include digital socialization, intellectual capital, social engagement, aging organizations, and the digital divide. In the UK, they have high expectations of employment, including a desire for interesting and meaningful work, regular feedback, employee voice and participation, work–life balance, and the development of marketable skills. In Germany, they are less career-focused, less keen on financial rewards, and less willing to work flexibly in a competitive world with total work–life blending. Generation Z in Africa is shaping a new continent, creating meaning and change in African Horizons, and writing both a new narrative and reality for future generations. They are considered more open to many cultures due to the colonial history of their countries. Generation Z in Australia is globally focused and more visually engaged than the

⁴⁰ *Как ведут себя и чего хотят взрослые дети — поколение Z.* (n.d.). AdIndex. Retrieved May 30, 2024, from <https://adindex.ru/publication/opinion/marketing/2019/09/27/275867.phtml>

⁴¹ Kim, A., McInerney, P., Smith, T. R., & Yamakawa, N. (2020, June 29). *What makes Gen Z in Asia different?* / McKinsey. [www.mckinsey.com. https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/what-makes-asia-pacifics-generation-z-different](https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/what-makes-asia-pacifics-generation-z-different)

generations that have gone before them. They are known to be pragmatic and flexible and have shown a keen interest in climate change and other world issues, as well as championing diversity and inclusivity. This expanded literature review provides a comprehensive understanding of Generation Z's characteristics across different countries and continents. It is crucial for marketers to understand these characteristics to effectively engage with this digitally-native generation.

A survey of 19 countries showed that Generation Z, along with Generations X and Y, are converging on the workplace. This presents unique challenges and opportunities for organizations worldwide. Generation Z is generally more pragmatic, with complicated idealism and worries for the future. They dream of personal career fulfillment but expect economic struggles. They have less positive life outlooks, with lower levels of emotional and social well-being than older generations. A typical Gen Z is a self-driver who deeply cares about others, strives for a diverse community, is highly collaborative and social, values flexibility, relevance, authenticity, and non-hierarchical leadership. The latest data for young adults ages 18 to 24 in 2020 showed that a slight majority are 53% white, 23% are Latino, 14% are Black, 6% are Asian, 3% are two or more race groups, and 1% are American Indian or Alaska Native.

The research article "Impact of online convenience on generation Z online impulsive buying behavior:⁴² The moderating role of social media celebrity" by You Lina, Deshuai Hou, and Saqib Ali explores the relationship between various dimensions of online convenience and impulsive buying behavior among Generation Z consumers, with a particular focus on the moderating role of social media celebrities. This study is grounded in the Stimulus-Organism-Response (SOR) model, which posits that external stimuli (online convenience) influence internal states (cognitive and affective attitudes) that in turn drive behavioral responses (impulsive buying).

The study identifies five key dimensions of online convenience: relationship convenience, possession convenience, post-possession convenience, transaction convenience, and evaluation convenience. These dimensions are found to significantly influence both cognitive and affective attitudes of consumers. Cognitive attitude refers to a rational evaluation of the shopping experience, while affective attitude encompasses emotional responses. The research highlights that Generation Z, born between the mid-1990s and early 2010s, are particularly prone to impulsive buying behavior due to their extensive use of social media. Social media celebrities, who are perceived as authentic and influential, play a significant role in bridging the attitude-behavior gap.

⁴² Yuna Lina. (2022). *Impact of online convenience on generation Z online impulsive buying behavior: The moderating role of social media celebrity*. <https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2022.951249/full>

This gap refers to the discrepancy between what consumers say they will do and what they actually do. The study's findings suggest that social media celebrities can effectively influence both the attitudes and the impulsive buying behaviors of their followers. Empirical data for the study were collected from 348 Chinese users who follow digital celebrities, using SmartPLS for data analysis and hypothesis testing. The results confirm that the identified dimensions of online convenience significantly impact Generation Z's cognitive and affective attitudes, which in turn predict online impulsive buying behavior. Additionally, social media celebrities were shown to moderate this relationship, suggesting that their endorsements can enhance the impulsive buying tendencies of Gen Z consumers.

1.7 Common and different features of young people from different countries

The characteristics and features of Generation Z were also studied among different countries and different countries where there are both similarities and some differences. Next, I consider the articles one of articles provides a contextual focus while examining the differences in developmental strengths (i.e., developmental assets and the 5 Cs) among young people from six countries; Ghana, Kosovo, Norway, Portugal, Slovenia, and Turkey, which represent diverse economic and socio-political contexts. The total sample consisted of 4,175 students (62.5% females) with age ranging from 15 to 25 years. Analyses revealed that all countries differed in at least some internal or external developmental assets and at least in one of the 5 Cs. When considering internal assets, participants from Ghana seemed to have higher levels of internal assets together with participants from Norway who have the highest commitment to learning.

Slovenian youth reported the highest levels of external assets of support and empowerment. Regarding the 5 Cs, Ghanaian youth reported having the highest confidence and character, and youth from Ghana, Kosovo, and Turkey are more caring and connected to others. The results uncovered unique patterns of Positive Youth Development (PYD) for each included country which are discussed through the lens of its political and social context.

This study examined whether young people follow different trajectories in their views on diversity during adolescence (from age 13 to 15), and investigated whether adolescents' peer (e.g., majority-minority friendship and friends' openness to diversity) and school contexts (e.g., classroom ethnic composition) influence these trajectories. The sample included 1362 adolescents residing in Sweden. Latent growth analysis showed that adolescents, on average, became more open to diversity over time, but with clear heterogeneity. Three distinct trajectories were identified as: high-increasing, average-increasing, and average-declining.

Relative to the high-increasing group, the other two were more likely to be male and immigrant. Relative to the high-increasing group, adolescents on the average-increasing trajectory perceived their classroom climate as less cooperative, while the adolescents on the average-declining trajectory were less likely to have friends with positive views on diversity. The findings suggest that schools may serve as a shared ground for promoting openness to diversity.

The World Health Organization defines an adolescent as any person aged 10 to 19. In many societies, however, adolescence is often equated with puberty. These studies provide a comprehensive overview of the common and different features of young people from different countries. They highlight the importance of considering cultural context, peer and school environments, and individual developmental trajectories when studying youth development. The studies also emphasize the role of schools in promoting openness to diversity and the unique patterns of Positive Youth Development (PYD) in different countries. The findings suggest that the experiences of youth are influenced by a wide range of factors, including their cultural context, peer relationships, and school climate. These factors can shape their views on diversity, their developmental assets, and their overall well-being. The studies underscore the need for more culturally relevant interventions and policies to support the optimal development of youth in different cultures and countries.

The article "Generation Z - The Global Market's New Consumers- And Their Consumption Habits" by Asst. Prof. PhD. Mustafa Özkan presents a valuable study dedicated to attracting and retaining consumers in the youth segment, with an emphasis on Generation Z.

The author draws attention to global trends changing the structure of markets and emphasizes the need to analyze consumer profiles in order to successfully fight for attention and survival in a competitive environment. The main attention is paid to generation Z, which represents young people born since 1995 and later. This is a mobile generation focused on technology and shaping its social life using smart devices such as mobile phones and tablets. The author highlights the key changes in the consumer habits of generation Z, noting the shift from traditional shopping malls to online stores. Social networks and online advertising are becoming the preferred means of interacting with this generation.

The purpose of the study is to understand the compatibility and characteristics of generation Z, taking into account the literature data, as well as to identify factors affecting their preferences when shopping online. It is important to emphasize that Generation Z will play a key role in shaping the social and economic structure of the future, contributing to commercial competition and innovation.

The methods used in the study, such as questionnaires and factor analysis, are designed to provide a deeper understanding of the habits and consumer behavior of generation Z. The results of the study are interpreted as a consumption scale, including 17 questions and 5 factors.

Special attention is paid to the uniqueness of the life preferences of generation Z, which differ significantly from previous generations. These results provide a valuable basis aimed at interacting with this target audience. In general, the article presents a study of Generation Z, and emphasizes the need to the rapidly changing preferences of young people.

The article "The Characteristics of Generation Z" by Anna Dolot⁴³ provides research on understanding the characteristics and features of Generation Z. The research is aimed at drawing attention to the importance of working with young people, identifying their preferences, habits and characteristics, which is an important factor for successful marketing.

The author emphasizes not only the unprecedented situation in the labor market, where representatives of different age groups coexist, but also the need to understand the unique conditions in which generation Z. grew up. This young generation, just starting its way in the labor market, has already attracted the attention of society. The article aims to collect and analyze various points of view and characteristics presented in the literature, and then test them in practice through communication with representatives of generation Z.

The main focus of the article is on the interaction of different generations in the labor market and how marketing tools can be adapted to the unique features of generation Z. The study confirms the importance of effective communication with this generation, given their high interest in feedback and the use of new technologies. However, the author also draws attention to individual differences within generation Z and warns against a generalized approach. This is an important reminder that despite the general trends, each representative of Generation Z is unique and requires an individual approach.

In conclusion, the article provides valuable scientific conclusions and recommendations for those who work with young people in the labor market. The study emphasizes that successful business cooperation between generations requires a deep understanding and attention to the peculiarities of each generation, and the use of marketing tools becomes a key factor in this process. they are considered on the example of young people, who in the modern world are an

⁴³ "Generation Z - The Global Market's New Consumers" - [PDF]
file:///Users/valeriapavlova/Downloads/Generation_Z_-_The_Global_Markets_New_Consumers-.pdf

important subject of market relations. Young people, characterized by certain features related to age, life experience and the stage of socialization, have a number of features in the manifestation of consumer behavior, which determines their research.

The author of the article identifies several key features of consumer behavior of young people. Firstly, attention is drawn to a higher level of social mobility among young people, which can lead to a change in social status and an increase in needs. This may encourage some young people to use illegal methods to achieve their goals, leading to an increase in the level of deviant behavior. Secondly, the influence of values on the consumer behavior of young people is emphasized. Generation Z is attracted by beauty, quiet luxury, comfort and modern beautifully and conveniently executed modern technologies with good design. The author notes a sharp reorientation towards material values in modern society and its reflection on the youth. In this context, pragmatism acts as an important value that influences the moral and legal norms within which young people are ready to achieve their goals. The third feature emphasizes the youth's focus on change. The author notes that the desire for a higher standard of living makes young people the most progressive part of society.

Their openness to innovation and experimentation has an impact on the consumption model and, in general, on the market of goods and services. The fourth feature is related to the economic profitability of the youth segment in the market. While young people are attractive to producers, they are also an easily vulnerable and manipulative group. Advertising agencies use manipulative techniques to create a need for goods and services, sometimes even unknown to young people. The article also raises an important question about fashion in consumer society. It is considered as a mechanism that gets to realize the social aspirations of individuals in the conditions of consumerism. Young people appear to be the most susceptible to fashion influences, which is due both to their characteristics and to the role of the fashion process in socialization and communication. In conclusion, the article "Peculiarities of youth consumer behavior" by Daria Mokhova⁴⁴ provides a look at current trends in the field of youth consumer behavior. The author highlights aspects such as social mobility, the influence of values, the desire for change and the influence of fashion on young people.

The article "Features of the youth segment in the consumer goods market" by Tatyana Fedorovna Melnikova, Anna Vladimirovna Melnikova, Maria Nikolaevna Evchenko and Anna

⁴⁴ *ОСОБЕННОСТИ ПОТРЕБИТЕЛЬСКОГО ПОВЕДЕНИЯ МОЛОДЕЖИ*. (n.d.). Cyberleninka.ru. Retrieved May 30, 2024, from <https://cyberleninka.ru/article/n/osobennosti-potrebitelskogo-povedeniya-molodezhi/viewer>

Vladimirovna Niyaskina provides important insights and analysis of this active and influential market segment.⁴⁵ The research aims to examine the current state of the market of goods and services with an emphasis on interaction with the youth segment. The authors draw attention to the change in emphasis in marketing issues – from simple identification of consumers to the allocation of characteristic features of the segment. The article emphasizes that the company's effectiveness in the market requires an integrated approach to production, marketing and advertising. The article focuses on the youth segment, which, according to the data, makes up a significant part of the Russian population. The authors use the definition of I. S. Cohn, highlighting youth as a group united not only by age characteristics, but also by social status and psychological characteristics. The study highlights the key features of the youth audience, such as dynamism, a desire for new things, and an interest in ethical aspects. The authors note the transition from status consumption to individual consumption, where young people choose goods based on their individual style. This provides opportunities for new brands and brands of goods on the market.

The article also cites the recommendations of Yan Oskin on the promotion of goods for young people, emphasizing the importance of attractiveness and brightness in communication with this audience, namely:

1. Attention needs to be attracted. Impossible to communicate with this audience in an official or boring tone. Young people need to be hooked with harsh words, statements or provocative phrases. Every message aimed at a youth audience should be bold and bright, so that the audience are interested in does not pass by.
2. The message should encourage young people to a dialogue or provoke a discussion. The main task here is to achieve the effect of word of mouth.
3. It is necessary to convey information clearly and clearly, so that the message is understood from the first time and does not require much effort to process it. Otherwise, such information will cause rejection.
4. Necessary to interact and work with young people. This segment requires maximum personal involvement in everything that happens. After all, it is easier for a person to accept the final version if he himself participates in the development of the idea.

Additionally, the article presents a classification of young people by age groups, which may be useful for further analysis, where students, about 18-22 years old, have an average solvency; the desire to learn new things, a craving for communication, freedom in clothing, design,

⁴⁵ Melnikova T. F., Melnikova A.V., Evchenko M. N., Niyaskina A.V. «Features of the youth segment in the consumer goods market» page 301

musical preferences. While adult youth aged 22-29 have above-average solvency; commitment to certain brands; the desire to emphasize their status, and the last group - young at heart from 29 years and older have high solvency; youth is a way of life; freedom from stereotypes

In general, the study provides a valuable look at the youth segment of the consumer goods market. Its results can be used in the development of effective marketing tools aimed at attracting and retaining young people in the conditions of the modern market. Having been raised in the information development era, Generation Z presents some peculiarities in online behavior and preferences. This generation is dependent on digital sources not only for information but also for entertainment, so it cannot be tied down to any method. Generation Z, according to, inclines at least visual and kinesthetic cues for learning and active involvement. However, it falls short of social skills despite the advancement in information technology, which can equally affect the professional sphere negatively. This is furthered by the author's assertion that the learning methodologies involve technological tools and self-learning approaches.

From the McKinsey research in six countries in the Asia–Pacific region, social media is being used by Generation Z. Also, Generation Z loves brands as their favorite and that which defines them; the role played by video information guides Generation Z's decisions, and Generation Z is already in agreement with the sustainability of the environment. They are the most racially diversified generation in the U.S., and besides their inclination toward irreligion, almost 50% of them are racial and ethnic minorities. Besides, digital socialization, intellectual capital, and the digital divide tend to moderate Generation Z in Europe, along with those looking for more purposeful work with a work-life balance in the UK and less career orientation with more flexibility at work in Germany. In Africa, they are rewriting the continent's narrative.

In Australia, they are worldly wise, practical, and conscientious about global warming and social inclusivity. Generation Z is more concerned about the future than the past, is optimistic and idealistic, and intrinsically cooperative, flexible, sincere, and not bossy. They buy immediately after seeing something, while much more controlled and under the significant influence of celebrity involvement on social media. Research cited below confirms that e-convenience does influence cognitive and affective attitudes about impulsive buying, which further fortifies these tendencies through social media personalities and worldwide tendencies. Having studied marketing technologies that include tools and online platforms, as well as understanding what is engagement and what is retention in marketing, having additionally studied the difference between generation Z from other generations and having studied their features, characteristics and values, I can proceed to the conclusion and assumptions.

1.8 Conclusion with assumptions

Thus, this literature review was able to sufficiently articulate the heterogeneous field of marketing technologies, changing strategies of audience engagement, and particular characteristics concerning different generations, especially Generation Z. The paper explained that the new transformational role of marketing tools and online platforms created in the 21st century, may result in the innovated interaction between the consumer and the company in a new way, with new data and methods of analysis, and new strategic marketing structures when better analyzed. Engagement and retention have, hence, been the most influential part of the success of these marketing strategies. Good interaction would mean understanding the needs and interests of the customers. All of these come through marketing research and segmenting of the audience. It can be realized that content marketing, high-quality user experience, and personalized interaction have identified the critical strategies to attract and retain customers.

It also focuses on cheaply retaining the customers rather than the price of presenting a new one. Other critical aspects of the review are Customer loyalty programs, Personal contact points, and Re-targeting strategies. There have also been appraisals of the existing tools of marketing that include SEO, social, and mobile marketing. The general concept that artificial intelligence brings into marketing is marketing personalization and marketing optimization. Modern technologies and the digital environment have become an integral part of the life of this young and dynamic audience. Generation Z is actively present in various digital channels for communication, content, and purchases. These factors should be the focus of attention for the marketers and the brands that seek to connect with this target audience powerfully.

The channels through which Generation Z can be seen are social media and video services or ventures like Instagram, TikTok, and YouTube. The research was done on the traits and preferences of Generation Z for generational analysis. The class has digitally integrated in this era and portrays a remarkable desire to see and do exercises and to actual learn through independent activities. Social media plays a huge role in the behavior and inclination of these consumers toward impulse buying. This is because just with purchasing online, it is so much convenient and the celebrities and influencers in the society use their accounts to market products and services. It is also pointed out in the overview that the understanding of the cultural and socio-economic conditions in various regions is critical because since the studies were conducted on young people from different countries, consideration should be made for such characteristics of a country's culture and specifics of the demographic situation. In the literature review, I summarized marketing technologies to be divided into marketing tools and online platforms. Therefore, next I will make my own assumptions and use specifically the components of marketing technologies, namely

marketing tools and online platforms, which I will also explore in the practical part. These can be divided further into attracting and retaining on the one hand and Generation Z on the other. I make some assumptions, which neither of the works has done. Concretely, I reveal below:

The first assumption

In my first assumption, I will consider marketing tools that attract, and I will also consider tools that retain the audience. Tools such as gamification, virtual reality technologies, content marketing, social media marketing, and influencer marketing, as well as personalized content, gifts, and bonuses, have tremendous potential to attract or retain the attention of Generation Z. Interacting with this audience requires innovative approaches and tools that effectively use technological capabilities and provide a high degree of personalization. For example, gamification allows users to interact with a brand in a playful way, which increases their engagement and loyalty. Virtual reality can create unique and memorable experiences, which also helps to strengthen the connection with the brand. Content marketing and social media marketing allow brands to communicate directly with their audience by providing valuable and relevant content. Influence marketing involving popular bloggers and opinion leaders helps establish trust among young people. Personalized content based on user data and preferences makes interaction more meaningful and personalized, which is especially important for Generation Z.

Gifts and bonuses stimulate repeat purchases and strengthen a positive attitude towards the brand. Thus, the use of these tools becomes an important aspect of a successful marketing strategy aimed at attracting and retaining a young audience. The visual and functional appeal of the interfaces. Aesthetically simple and user-friendly interface, personalized tools and augmented reality create a pleasant user experience. It is also important to take into account the popularity of short video content, personalized mobile applications and gamification of loyalty programs. Innovative technologies and organic content. The integration of virtual reality, the use of organic content, cashback programs, exclusive offers and promotions, as well as automated loyalty program management systems create additional benefits. Artificial intelligence for data analysis, environmentally and socially responsible loyalty programs, geolocation loyalty programs, interactive content and the use of messengers and chat applications allow to better understand the needs of the audience and provide them with what they really appreciate.

The second assumption

I assume that different online platforms can also attract and also retain the attention of Generation Z consumers. Popular social media platforms such as Instagram, TikTok, Telegram and YouTube are the most popular online platforms among Generation Z. These platforms provide

many opportunities to interact with users, including video content, live broadcasts, stories and memes. For example, Instagram allows brands to post visually appealing content and interact with users through comments and private messages. TikTok provides a unique opportunity to create short but exciting videos that can quickly go viral. Telegram, with its channel and group functions, allows brands to share important information and news directly with their audience. YouTube remains the leading video content hosting platform, where can post both short and long videos, educational materials, product reviews, and more. Thus, it will be most effective to attract and retain an audience on these social networks that match the interests and preferences of Generation Z.

The third assumption

Generation Z differs from other generations, and the following features can be distinguished from the theoretical part: digitalization, the introduction of new technologies, social projects, work-life balance, brand reputation and compliments from brands are important to them. Digitalization and new technologies are an integral part of their lives, they actively use smartphones, tablets and other gadgets for communication, learning and entertainment. Social projects and participation in socially significant initiatives play an important role in choosing a brand, as Generation Z values social responsibility and environmental awareness. Work-life balance is a key priority, which is reflected in their preferences for flexible working and remote work. Brand reputation and values also strongly influence choice, as Generation Z strives to support those companies that meet their personal beliefs and standards. Compliments and positive feedback from brands strengthen their loyalty and encourage repeat purchases. It is important to take these features into account when developing marketing strategies aimed at Generation Z in order to effectively attract and retain their attention.

CHAPTER 2. RESEARCH METHODOLOGY

This chapter describes the research methodology. Its purpose is to describe the data collection process. In addition, this study is based on qualitative research methods. This method was chosen because this study made in empirical format and additionally reveals a comparison of theoretical data on marketing tools and practical ones. In addition, this method gives to get first-hand information about the views and experiences which lets to get an idea of specific methods and results that contribute to understanding the work of attracting and retaining young people.

2.1 Research design

Research approach

The qualitative research approach⁴⁶ is defined in the methodology as aimed at providing an understanding of the phenomena and processes under study and in most cases based on the analysis of immeasurable data. In this regard, in the course of my thesis, a qualitative approach can be extremely useful, as it will allow us to explore the multifaceted aspects related to the perception and behavior of a new generation of consumers. The qualitative approach focuses on interpretation rather than quantification. This means that it should be understood that the purpose of the study is to understand the meaning and context of the respondents' behavior, and not just to measure the frequency of certain reactions. It will help me understand what psychological characteristics will determine the value orientations of Generation Z, motivational factors and attitudes towards various spheres of life. The advantages of a qualitative approach are flexibility and adaptability in the process of data collection and analysis.

A qualitative approach helps to obtain richer and more detailed data reflecting complex and multi-layered aspects of human behavior and perception. This is very important when conducting research on Generation Z, because their consumer behavior and behaviors are changeable, and trends often change quickly. Within the framework of the qualitative approach, special attention is paid to the context in which the research is conducted. This means that I will record not only facts and data, but also analyze them in the broad context of social, cultural and marketing factors. The method will help to establish the hidden motives and underlying causes of the respondents' behavior, which cannot be done using exclusively quantitative research methods. My work also

⁴⁶ *Количественный и качественный методы в научно-квалификационном исследовании.* (n.d.). Cyberleninka.ru. Retrieved May 30, 2024, from <https://cyberleninka.ru/article/n/kolichestvennyy-i-kachestvennyy-metody-v-nauchno-kvalifikatsionnom-issledovanii/viewer>

used an inductive approach to research. This is an inductive research method⁴⁷, which implies that at the beginning of the practical part it is only necessary to study marketing technologies in the field of marketing, and at this stage it is necessary to focus on understanding the data. The inductive approach allows to build theories and hypotheses based on data analysis, which is especially useful in conditions when the area under study is insufficiently studied or constantly changing. The inductive research method assumes that the researcher does not put forward rigidly fixed hypotheses before starting data collection, but draws conclusions and assumptions based on their analysis. This is especially suitable for research work, during which it is necessary to identify deep, mysterious aspects of respondents' behavior and perception.

Thus, the qualitative approach in this study is not only a tool to ensure a deeper and more complete study of the problem under consideration, but also to give flexibility and adaptability to the research process, which allows taking into account and analyzing various aspects of human behavior and perception.

The general procedure of the research

To be more precise, I used secondary data, that is, scientific and theoretical material in the context of the fact that work is being carried out on marketing technologies, and more specifically on marketing tools that currently exist and about which there are already articles concerning generation Z and other generations. This is important because secondary data, analysis of the results of previous studies, literature review and open scientific statistical services as a basis, on the one hand, for building a theoretical base and forming the prerequisites for a literary review can be verified using qualitative methods, as in the case of semi-structured in-depth interviews⁴⁸. In the practical part, there are interviews and reviewers from the field of marketing and psychology, as well as representatives of generation Z.

The method assumes a preliminary definition of the main topics and questions, but also leaves room for improvisation and additional questions that may arise during the conversation. Using this method allows to get deeper and more diverse answers that reflect the perception and behavior of respondents. In the context of the problem, semi-structured interviews with respondents were conducted, taking into account the structure of the question, but not in the order of its formulation; in the context of the question, they were already prepared and supplemented

⁴⁷ *Индуктивный метод в философии науки Уильяма Уэвелла*. (n.d.). Cyberleninka.ru. Retrieved May 30, 2024, from <https://cyberleninka.ru/article/n/induktivnyy-metod-v-filosofii-nauki-uilyama-uevella/viewer>

⁴⁸ *Интервью в качественных исследованиях 1*. (n.d.). Cyberleninka.ru. <https://cyberleninka.ru/article/n/intervyu-v-kachestvennyh-issledovaniyah-1/viewer>

with new questions. This will provide a rich material for analysis containing the motives, preferences and values of generation Z. Firstly, the characteristics of representatives of Generation Z and their attitude to marketing tools can be proved through interviews, determining their preferences in media consumption and the peculiarities of advertising perception. The process of conducting semi-structured interviews consists of several stages in the form of preparation, search, and conducting interviews with further encoding and decryption. At the final stage, the collected materials are analyzed, encoded and interpreted, the main trends and patterns are identified. So this suggests that the meaning and context of respondents' behavior, and not just measure the frequency of certain responses.

This is important for my dissertation, in turn, because it helps me understand the path of individual development of common psychological characteristics that will determine the value orientations of representatives of generation Z, as well as motivational factors and their attitude to various spheres of life. Next, I turn to a detailed description of the collection of secondary data in the theoretical part.

2.2 Secondary data collection

In this chapter, the theoretical part of the thesis was prepared on the basis of secondary data, that is, existing information from various sources was used. The main aspects of the research are marketing technologies, tools, features of generation Z and their description. I have selected literature on key topics: marketing technologies, audience engagement and retention, and Generation Z. Later, in the course of its work, the number of sections was increased. The literature search was conducted among scientific or official business sources, I looked at how well they correspond to my work in terms of title, keywords and annotations. Scientific articles and books, as well as business books, articles taken from Google Scholar and other open sources, as well as materials from online libraries were used to collect secondary data.

To obtain the most complete information, various sources were used to help familiarize themselves with aspects and examples of successful application of marketing strategies; and Google Scholar materials and articles from online libraries allow to obtain modern research and analytical materials that made it possible to get an up-to-date understanding of current trends and technologies. Thus, research based on secondary data has enriched scientific research and allowed a comprehensive approach to the study of marketing technologies and tools, taking into account the characteristics of Generation Z. Next, the next point for research is the collection of primary data, which I will write about in more detail further.

2.3 Primary data collection

Therefore, in the research methodology there is a description of the section on primary data and how the collection of primary data was carried out in the form of compilation of questions. The questions were formulated in three blocks in such a way as to answer research questions and confirm the assumptions from the theoretical part, that is, to find out from marketers modern marketing technologies, tools and online platforms for attracting and retaining youth audiences, psychologists studied through questions the characteristics of generations and specifically generation Z from the point of view of certified specialists working directly with people as well as interviews with generational representatives. And the process of searching for reviewers and conducting interviews was also carried out, which I will describe further.

Respondent selection and description

In order to write a thesis devoted to the study of various aspects of marketing technologies including marketing tools and online platforms as well as generation that in the context of psychological marketing and generational differences in order to confirm their assumptions and the theoretical part. to begin with, it was necessary to select three groups of respondents who needed to be interviewed in this case, they were marketers, psychologists, representatives of generations. Next, a search was made for potential respondents, representatives of different generations were found quite quickly among acquaintances and friends, and subsequently 35 people took part in the interview, who talked about thinking, features, characteristics and principles, as well as what they like in advertising and what marketing tools attract them. In parallel, a search was carried out for psychologists who could confirm the characteristics of generation Z. The search for psychologists was carried out through acquaintances, but rather slowly, in the end 10 psychologists agreed to participate in the interview.

In parallel, a search for marketers was carried out, first the search was conducted among small brands of small businesses, as well as representatives of small businesses among the service sector who had marketers, and then connections and acquaintances were connected and through acquaintances the remaining marketers were found with whom the selection was made. Marketers were selected based on work experience and experience, their awareness of the market, tools and general education in marketing. Psychologists were selected through their professional fields of activity, through which therapies and through which treatment methods they work, what work experience and higher education. The representatives of the generation were not strictly selected, as I needed their thinking and their life experience. Unfortunately, not all respondents from the three groups that I found agreed to participate, 35 respondents from generational representatives,

10 representatives of psychologists, as well as 12 marketers took part in the final interview. This is how I found the respondents for my thesis. Next, I will write a brief description of the respondents of each of the three groups, as well as what hobbies they have, who they work for or what their work experience is, as well as their age. The respondents are both women and men of different ages, it so happened that among the respondents there are both Russian citizens and citizens of the CIS countries, which allows me to point out that my primary data have an international aspect. I also want to note that during data collection during interviews with marketers and psychologists, different nationalities had no influence on the answers, while for both generations, another nationality had no influence on the conduct of interviews and subsequent responses.

Also, the respondents are all of different ages and all have their own hobbies and interests. At the same time, due to the large age ranking within the framework of the need for research, respondents have different work and family status, ranging from schoolchildren without relationships to mature people of age who are married and already have children, and some have grandchildren. Some respondents willingly shared their personal lives, while others did not really want to disclose their private lives, so respondents gave basic information about themselves in the form of age, work experience, their own professional activities and interests.

Marketers

Marketers were chosen for the interview because they play a key role in promoting products to various target audiences. Twelve interview participants are professionals with different work experience in various industries and age groups (from 22 to 36 years old). These marketers offer different perspectives on the marketing technologies that attract and retain Generation Z. Among the respondents are specialists from a South Korean cosmetics company, a dance school, a Russian perfume brand, a coffee shop, a cafe with organic products, a Russian cosmetics store, a fitness room, a marketing agency and a logistics company. There are also freelancers and specialists working in showrooms among the respondents.

Psychologists

Psychologists were chosen for the interview because they can offer an understanding of the distinctive characteristics of each generation and behavioral psychology. Five respondents specialize in cognitive behavioral therapy, gestalt therapy, psychoanalysis, systemic family therapy and personality psychology. Among them are clinical psychologists practicing Gestalt therapy, experts in the field of psychoanalysis, specialists in family therapy and personality psychology.

Their hobbies include hiking, knitting, drawing, photography, yoga, collecting vinyl records, mountain biking, history, reading, gardening, cooking, oil painting and hypnotherapy.

Generation Z

Fifteen respondents from Generation Z, aged 15 to 26, were selected for interviews to determine what attracts them to modern marketing practices and trends. Among the respondents there are schoolchildren, students and already working young people. They are interested in programming, photography, application development, yoga, psychology, biology, human resources management, design, fashion, robotics, sports, music, cooking, social media, technological progress, entrepreneurship and a healthy lifestyle.

Supportive respondents study

I also conducted additional research confirming my assumptions from the literature review in the form of searching and conducting interviews with representatives of other generations in order to study in complete and more detailed the differences in the reaction to certain marketing tools among different generations. Interviews with generations Y and X were conducted in order to supplement information on marketing technologies, specifically about marketing tools and online platforms, as well as to find out the characteristics of generations, the difference in thinking in practice through interviews.

Generation Y

Ten respondents from Generation Y, aged 28 to 40, were selected for interviews to understand which marketing tools they are attracted to. Among them are entrepreneurs, real estate agents, business analysts, UX designers, startups, psychologists, software engineers, financial analysts, journalists and cosmetologists. Their hobbies include playing the guitar, photography, reading, cooking, fishing, hunting, surfing, skiing, roller skating, architectural photography, running, playing the piano, volleyball, traveling, hiking, video games, craft brewing, mountain biking and learning foreign languages.

Generation X

Ten respondents from Generation X, aged 45 to 58, were selected for interviews to understand what marketing tools they are attracted to. Among them are production management specialists, financial analysts, lawyers, programmers, teachers, nurses, engineers, sales specialists, business consultants and graphic designers. Their hobbies include traveling, reading, hiking, playing guitar, cooking, photography, outdoor sports, board games, fishing, gardening, dancing, volunteering, skiing, fitness, movies, golf, historical research and reading comics.

Thus, the respondents who took part in the study represent a wide range of professional and age groups, which indicates a variety of opinions and experiences. Marketers, psychologists, representatives of generations Z, Y and X, selected for interviews, share valuable knowledge and insights that contribute to a deep understanding of modern marketing practices and behavioral trends of various age groups. Their professional activities and personal interests form the basis for a comprehensive analysis and development of strategies aimed at effectively attracting and retaining an audience.

As a result, primary data were collected within the framework of this study by conducting surveys among three groups of respondents. The questions were formulated in a certain way to test the assumptions of the theoretical part. As a result, 35 generational representatives, 10 psychologists and 12 marketers were interviewed.

2.4 Data collection method

The interview processes

The interview was conducted in a comfortable atmosphere both online and offline to ensure the convenience and maximum openness of the participants. The purpose of the interview was to get answers to the questions mentioned in the introduction to the study. The interview included three types of questions addressed to different target audiences, where I asked about specific working marketing tools, about online platforms and features of thinking, interests, moral principles and beliefs. For marketers, there are questions related to marketing tools, effective methods of interacting with young people and the latest marketing trends to find out what strategies they use to attract the younger generation. The topics of the questions concerned the use of social networks, content marketing, the impact of new technologies on marketing and ways to measure the effectiveness of campaigns. Interviews with psychologists were aimed at confirming and analyzing differences in thinking between generations, including generations X, Y and Z, and clarifying certain patterns of generational behavior. The questions concerned the psychological characteristics of these groups, their values and attitudes, as well as the factors shaping their worldview and behavior. Representatives of different generations were asked questions about their lives, hobbies, moral values and marketing tools familiar to them. The aim of the study was to understand how they spend their free time, what hobbies they have and what is important in everyday life. Preferred communication channels, favorite brands and attitudes to advertising were also studied.

Interview description

The research methodology included semi-structured interviews with marketers and generational representatives, which provided a flexible and open approach to data collection, allowing for detailed information and critical comments. All the arranged materials were collected in one word to create a large number of analyses.

The chapter concludes with interviews which is aimed at understanding marketing tools and their attractiveness among different age groups, especially generation Z. This type of interview was chosen because it provides a flexible and open approach to the data collection procedure, helping interviewers receive detailed information and critical comments on the topic from participants. In my duties as an interviewer, it was necessary to provide a comfortable interview environment for comfortable conversation. The interviews were conducted face-to-face in cafes and offices or in the format of a telephone conversation and recorded with the consent of the authors. The duration of the interview ranged from an hour to an hour and a half with a small-time cost. For additional information, the Russian language was used.

Before the start of the interview, participants were provided with a brief overview of the research topic and information about the purpose and nature of the interview. The analysis included the identification of patterns, themes and subtopics in the recordings, which were used to expand comprehensive information on the research topic. In this study, the moral principles of conducting research concerning people will be respected. Informed consent can be obtained from all participants prior to the start of the interview. The anonymity and confidentiality of the participants can be ensured by assigning pseudonyms to each participant, and the data can be stored in a secure place without indicating the identity, personal life and business environment in which the respondents live and work. The confidentiality of the information provided to me was important to the participants. The study will also be conducted in compliance with the principles of voluntary participation, summing up and informed consent.

Interview coding

The transcript of the interview was performed using keywords to systematize information and focus on significant aspects. The transcript of the interview was carried out by me using recordings structured by keywords. These keywords represented the names of tools, platforms, and features of respondents' preferences. This approach allowed me to organize information effectively and focus on the most significant aspects of each interview. For convenience and efficiency of further work, all the transcribed materials were abstracted in a Word document. This made it possible to highlight the main thoughts and ideas expressed by the respondents and keep them in

a structured form. This method not only simplifies further data analysis, but also ensures the clarity and accessibility of the information provided. During the interview, I also took operational notes on my phone. When I noticed similarities in the responses of respondents, I recorded these points to facilitate the subsequent transcription of all interviews. This approach allowed me to quickly identify common themes and trends, which greatly simplified the process of analyzing and decrypting data. As a result, thanks to the use of keywords and operational notes, I was able to effectively organize and structure the information obtained during the interview, which greatly simplified the process of decrypting and analyzing data.

Conclusion

This chapter describes the research methodology used in this study, with an emphasis on a qualitative approach to data collection. Using semi-structured interviews with marketers, psychologists and representatives of different generations, the study aims to gain a deeper understanding of marketing tools and their effectiveness in different age groups. The qualitative approach is especially useful for understanding the nuances of perception and behavior of Generation Z, which are not easily quantifiable. When developing the study, special attention is paid to context and flexibility, which provides a comprehensive study of the psychological and behavioral patterns that influence marketing strategies. Through careful selection of respondents and detailed analysis of both secondary and primary data, this study aims to bridge the gap between theoretical knowledge and practical application, making a valuable contribution to the relationship between marketing and Generation Z. The process of data collection and analysis emphasizes understanding the different motivations and preferences of different generations, which ultimately determines the development of more attractive and targeted marketing technologies that include tools and online platforms in the form of social networks and mobile applications.

CHAPTER 3. EMPIRICAL PART

3.1 Results of general data analysis

General interviews results

After collecting the interview, transcribing it into the text and analyzing the data I collected, the following tools were identified based on my interviews with marketers and representatives of generations. Next, I will write the results of the interviews.

Marketers

After conducting interviews, translating them into text and analyzing the collected data, based on conversations with marketers and representatives of different generations, the following tools and methods were identified that work most effectively to attract and retain the attention of Generation Z. Based on interviews with marketers, include social marketing on Instagram, TikTok and YouTube platforms. These platforms play a key role in the lives of young people, as they provide an opportunity for self-expression and communication. It is especially important that marketing on these platforms is focused on missions aimed at solving environmental problems and protecting animals. This is due to the fact that Generation Z has a high degree of social responsibility and prefers to support brands that share their values and strive to make positive changes in the world. Marketers also noted that Generation Z especially likes gifts, discounts and various events with interesting loyalty programs. Loyalty programs should include game elements or be presented in the form of user-friendly mobile applications with an aesthetic and simple interface. Aesthetics and usability play an important role, as Generation Z appreciates the visual appeal and functionality of the applications and services they use. Additionally, personalized marketing tools such as customized offers and content tailored to user preferences have also proven to be very effective. The use of augmented reality (AR) technologies helps to create a unique and immersive user experience, which contributes to increased customer engagement and loyalty. In addition, marketers emphasized the importance of using short video content. Generation Z is shaped by clip-based thinking, and their attention is easier to hold with short and dynamic videos. Such videos should be vivid, informative and evoking an emotional response. They may include product reviews, brand stories, and instructions on how to use products and services. As a result, in order to successfully interact with Generation Z, marketers need to apply an integrated approach, combining social media, environmental and social missions, loyalty programs with game elements, personalized offers and short video content. Where The first and second assumptions were confirmed from the literature review about marketing technologies and online platforms.

Psychologists

From conversations with psychologists, I came to the conclusion that the differences between generations are very noticeable, especially when it comes to generation Z. According to experts in the field of psychology, representatives of generation Z are characterized by a unique mindset that differs from previous generations. They show a high degree of awareness and thoughtfulness in their actions and decisions. Social projects aimed at protecting the environment and improving the quality of life in society are extremely important to them. This generation is actively involved in environmental initiatives and other socially significant projects. Psychologists note that Generation Z strives for a high level of socialization, which is manifested in their desire for active interaction with others, both in real life and in the digital space. The enhanced clip-on thinking characteristic of this generation let them to quickly switch between different tasks and efficiently process a large amount of information. In addition, Generation Z has elements of individualism, which is expressed in their desire for self-expression and independence. They often join interest groups, which allows them to share knowledge and experience, as well as realize their creative and professional ambitions. It is important to note that representatives of this generation demonstrate a fairly high political awareness and an active civic position. They have the ability to analyze the political situation, form their own views and actively participate in public life. Generation Z's ability to move forward and overcome difficulties get them to be adaptive and resilient in a rapidly changing world. Thus, Generation Z represents a unique group that combines thoughtfulness, social activism, clip thinking, individualism and a high level of political awareness. These qualities allow them to interact effectively with the outside world and make a significant contribution to the development of society. Here, psychologists have confirmed the 3rd assumption from a literary review about the features of Generation Z.

Generation Z

Based on interviews with representatives of Generation Z, I have identified the following most attractive and fascinating tools for young people. First of all, these are personalized mobile applications that provide functionality that adapts to the needs and preferences of users. These applications include game elements in their structure, which makes the process of using more fun and interactive. Personalization of applications allows users to feel that the product is created specifically for them, which significantly increases their engagement and satisfaction. Next, loyalty gamification programs are an important element. Such programs include the creation of systems with game elements that stimulate desired user behavior, such as regular purchases or active participation in the life of the brand. Loyalty programs with game elements make the process of accumulating bonuses and receiving rewards more interesting and motivating, which helps to

increase customer loyalty. The use of game mechanics in marketing campaigns also attracts the attention of young people. These mechanics, which include various contests, quests and challenges, help to engage the audience more actively and make interaction with the brand more memorable and emotionally intense. The integration of virtual reality (VR) into retention programs and customer engagement tools opens up new opportunities to create a unique and immersive user experience. Virtual reality let brands to offer interactive and immersive product presentations, as well as create virtual events that attract attention and increase brand interest. Creating and publishing organic content on brand pages, including game plots and stories, is another important tool. Such content not only attracts the attention of young people, but also promotes active interaction with the audience through comments, likes and reposts. Interacting with the audience on social media helps brands build closer and more trusting relationships with customers. The introduction of cashback programs, which provide customers with the opportunity to receive a portion of the purchase amount to the balance for future purchases, is an effective way to stimulate repeat purchases and increase loyalty.

Cashback programs give customers a sense of benefit and savings, which increases their satisfaction and desire to return to the brand. Providing exclusive offers and promotions to members of loyalty programs also plays an important role in attracting and retaining customers. Exclusive offers create a sense of uniqueness and value for participants, which increases their engagement and commitment to the brand. The introduction of automated loyalty program management systems allows to effectively and efficiently manage customer interaction, analyze their behavior and offer the most relevant bonuses and offers. Process automation helps brands respond more accurately and in a timely manner to customer needs and preferences. Using artificial intelligence to analyze customer data and predict their needs allows brands to provide more relevant and personalized bonuses and offers. Artificial intelligence helps to better understand customer behavior and anticipate their desires, which helps to increase the level of satisfaction and loyalty. Creating environmentally and socially responsible loyalty programs that encourage customers to participate in environmentally and socially significant events is an important aspect for Generation Z.

Young people are increasingly paying attention to environmental and social issues, and participation in such programs increases respect and trust in the brand. Using geolocation loyalty programs to provide customers with personalized offers and discounts based on their location and activity get brands to interact with their audience more accurately and effectively. Geolocation technologies help brands to offer relevant and interesting offers, which helps to increase customer engagement and satisfaction. Creating attractive video content for various video platforms is a key

element to attract the attention of young people. Video content, including fascinating stories, product reviews and behind-the-scenes materials, helps brands tell their stories and attract the attention of the audience.

Organizing events and promotions for young people in order to attract their attention and interest also plays an important role. Events such as concerts, festivals and meetings with famous personalities create a unique experience and contribute to increasing brand loyalty and commitment. Experimenting with new technologies, including smart home appliances and speakers, to create innovative content and attract the attention of young people, helps brands remain relevant and interesting to a modern audience. New technologies open up new opportunities for interaction and creating a unique user experience. Developing interactive content such as apps, games, surveys or quizzes to stimulate brand engagement is an effective way to attract and retain the attention of young people. Interactive content makes brand interaction more fun and memorable, which helps to increase customer loyalty and satisfaction. Loyalty tools and programs promoting a healthy lifestyle, individualism, freedom of choice and comfort are also attractive to young people. Such programs help to create a positive brand image and attract the attention of an audience focused on a healthy and active lifestyle. Thus, after conducting an interview with Generation Z, I confirmed all the assumptions that I put forward in the theoretical part about the features of generation Z, as well as on marketing tools and online platforms.

3.2 Results of the supportive interviews

Generation Y

After conducting the interview, I identified a number of tools that attract and are familiar to Generation Y. The first among them is organic content. This includes creating and publishing various kinds of materials, such as posts, stories, and videos, on brand pages on social media. Such actions help to engage the audience and raise awareness about the brand. Further, cashback programs are popular. These programs provide customers with the opportunity to return a portion of the amount spent to their balance, which can then be used for subsequent purchases. This not only stimulates repeat purchases, but also creates a sense of benefit and customer care. Exclusive offers and promotions also play a significant role. These include special discounts, promotions, or access to a limited number of products or services available only to members of the loyalty program. This creates a sense of exclusivity among clients and encourages them to participate in such programs. Automated loyalty program management systems are equally important. These systems use specialized platforms or applications to manage loyalty program participants and track their activity. This allows to manage programs more effectively, as well as analyze customer

behavior and preferences. Messengers and chat apps such as WhatsApp, Telegram and Viber are also an important tool for communicating with the audience. With their help, brands can interact directly with their customers, promptly provide information and distribute content. This makes communication more personalized and effective. Interactive content, in turn, includes the development of various interactive applications, games, surveys or quizzes. These elements interest young people, stimulate them to actively interact with the brand and contribute to creating a positive user experience. Thus, the combination of these tools allows brands to effectively attract and retain the attention of Generation Y, while creating long-term and loyal customer relationships.

Generation X

As a result of interviews with representatives of generation X, it turned out that the following marketing tools are most interesting and familiar to them, namely cashback programs that provide the opportunity to refund part of the purchase amount to the customer's balance for subsequent purchases; exclusive offers and promotions for loyalty program participants, which include special discounts and access to limited products or services; interactive content such as apps, games, surveys or quizzes designed to attract and interact with the brand; as well as the use of messengers and chat applications such as WhatsApp, Telegram and Viber to communicate with the audience and distribute content. These marketing tools demonstrate adaptation to the needs and preferences of Generation X. In an additional interview with other generations, I confirmed from the reverse the assumption of the theoretical part that they differ from other generations, and also confirmed from the reverse my other two assumptions.

3.3 Research results

As part of the research, I have identified a list of tools aimed at attracting and retaining different generations, including Generation Z and other age groups. For each generation, the most and least attractive tools were identified, as well as those that turned out to be the most and least attractive. The study covered the use of various marketing and advertising strategies, which allowed us to form a comprehensive picture of the preferences and reactions of various audiences to the methods used. Below are tables detailing these tools and social networks and their appeal to generations. As well as sorted tools by attracting an audience and by retaining an audience.

Table 1 Marketing technologies; Source: Conducted interviews by author

Marketing Tool	Attractiveness for Generation Z	Attractiveness for Generations Y,X
Social Marketing on Instagram	++	++
TikTok Clips	+++	+
YouTube	++	+
Environmental Mission	+++	++
Animal Care	+++	+
Gifts and Discounts	+++	++
Events with Interesting Loyalty Programs	++	++
Aesthetic and Simple Interface	+++	++
Personalized Tools	+++	+
Augmented Reality Tools	++	+
Short Video Content	+++	+
Personalized Mobile Applications	+++	++
Gamification of Loyalty	+++	+
Integration of Virtual Reality	+++	++
Organic Content	++	++
Cashback Programs	++	+++
Exclusive Offers and Promotions	++	+++
Automated Loyalty Program Management Systems	++	++
Artificial Intelligence for Data Analysis	++	+
Environmentally and Socially Responsible Loyalty Programs	+++	++
Geolocation Loyalty Programs	+++	+++
Interactive Content	+++	+++
Use of Messengers and Chat Applications	+	+++

The first table presents marketing tools and their attractiveness to Generation Z and all generations in general. Where the number of "+" indicates the greatest and least attractiveness and interest in a marketing tool or online platform, that is, one "+" represents the least interest, and three "+" represents the most interest and attractiveness. Social marketing on Instagram, clips on TikTok, YouTube, environmental mission, animal care, gifts and discounts, events with interesting loyalty programs, aesthetic and simple interface, personalized tools, augmented reality tools, short videos, personalized mobile applications, loyalty gamification, virtual reality integration, organic content, cashback programs, exclusive offers and promotions, automated loyalty program management systems, artificial intelligence for data analysis, environmentally and socially responsible loyalty programs, loyalty programs with geolocation, interactive content and the use of messengers and chat applications were rated as attractive to Generation Z and all generations.

The most attractive tools for Generation Z were such as clips in TikTok, YouTube, environmental mission, animal care, gifts and discounts, events with interesting loyalty programs,

aesthetic and simple interface, personalized tools, augmented reality tools, short videos, personalized mobile applications, loyalty gamification, virtual reality integration, organic content, cashback programs, exclusive offers and promotions, automated loyalty program management systems, artificial intelligence for data analysis, environmentally and socially responsible loyalty programs, loyalty programs with geolocation, interactive content and the use of messengers and chat applications. For all generations, personalized mobile applications, loyalty gamification, organic content, cashback programs, exclusive offers and promotions, automated loyalty program management systems, artificial intelligence for data analysis, environmentally and socially responsible loyalty programs, loyalty programs with geolocation, interactive content and the use of messengers and chat applications had the greatest appeal.

Table 2 Technologies that attract the attention of generation Z; Source: Made by author

Attracting Tools	Retaining Tools
Social Marketing on Instagram	Integration of Virtual Reality
TikTok Clips	Organic Content
YouTube	Cashback Programs
Environmental Mission	Exclusive Offers and Promotions
Animal Care	Automated Loyalty Program Management Systems
Gifts and Discounts	Artificial Intelligence for Data Analysis
Events with Interesting Loyalty Programs	Environmentally and Socially Responsible Loyalty Programs
Aesthetic and Simple Interface	Geolocation Loyalty Programs
Personalized Tools	Interactive Content
Augmented Reality Tools	
Short Video Content	
Personalized Mobile Applications	
Gamification of Loyalty	
Integration of Virtual Reality	
Organic Content	
Cashback Programs	
Exclusive Offers and Promotions	
Automated Loyalty Program Management Systems	
Artificial Intelligence for Data Analysis	
Environmentally and Socially Responsible Loyalty Programs	
Geolocation Loyalty Programs	
Interactive Content	
Use of Messengers and Chat Applications	

The second table contains tools for attracting and retaining Generation Z. Tools such as social marketing on Instagram, clips on TikTok, YouTube, environmental mission, animal care, gifts and discounts, events with interesting loyalty programs, aesthetic and simple interface,

personalized tools, augmented reality tools, short videos, personalized mobile applications, loyalty gamification are offered to attract. Virtual reality integration, organic content, cashback programs, exclusive offers and promotions, automated loyalty program management systems, artificial intelligence for data analysis, environmentally and socially responsible loyalty programs, loyalty programs with geolocation, interactive content, the use of messengers and chat applications are offered for retention.

Based on two tables, Generation Z is attracted and retained by modern and innovative marketing tools such as social networks (Instagram, TikTok, YouTube), environmental and social missions, personalized and interactive content, augmented and virtual reality, as well as gamification and mobile applications. Tools that create a unique and personalized experience, such as personalized tools, short videos, and events with interesting loyalty programs, are important to attract Generation Z. To retain this generation, it is necessary to use modern technologies such as automated loyalty program management systems and artificial intelligence for data analysis, as well as environmentally and socially responsible programs, which emphasizes the importance of ethical and sustainable practices. Thus, for successful marketing aimed at Generation Z, it is important to integrate diverse and innovative approaches, taking into account their preferences and values.

Conclusion

Based on the results of interviews and analysis, I found out that the most attractive tools for Generation Z and working exclusively with it, without the participation of other generations, are the following, which are listed below and are the most in demand. Generation Z is of the greatest interest. The study identified a number of tools aimed at attracting and retaining employees. The study analyzed various marketing and advertising strategies, which made it possible to detail the impact of various tools and platforms on attracting and retaining an audience. According to the results of the study, modern and innovative marketing tools are especially important for attracting and retaining Generation Z. Among the most attractive for Generation Z were the following: social marketing on Instagram, clips on TikTok, video content on YouTube, environmental missions, animal care, gifts and discounts, events with interesting loyalty programs, aesthetic and simple interface, personalized tools, augmented reality, short videos, personalized mobile applications, loyalty gamification, virtual reality integration, organic content, cashback programs, exclusive offers and promotions, automated loyalty program management systems, artificial intelligence for data analysis, environmentally and socially responsible loyalty programs, loyalty programs using geolocation, interactive content, as well as the use of messengers and chats. TikTok clips, YouTube video content, environmental missions, animal care, gifts and discounts,

events with interesting loyalty programs, an aesthetic and simple interface, personalized tools, augmented reality, short videos, personalized mobile applications and loyalty gamification proved to be especially effective in attracting the attention of Generation Z. These tools help to create a unique and personalized experience for the user, which is especially important for attracting a youth audience. To retain the audience of Generation Z, such tools as virtual reality integration, organic content, cashback programs, exclusive offers and promotions, automated loyalty program management systems, artificial intelligence for data analysis, environmentally and socially responsible loyalty programs, loyalty programs using geolocation, interactive content and the use of messengers and chats turned out to be the most effective. These tools highlight the importance of ethical and sustainable practices, which is key to retaining a youth audience focused on social responsibility and sustainable development.

Thus, we can say that all assumptions have been achieved, verified and confirmed, therefore, these marketing tools and online platforms are the most attractive marketing technologies for Generation Z. Therefore, for successful marketing aimed at Generation Z, it is important to integrate diverse and innovative approaches that take into account their preferences and values. The use of modern technologies, such as automated loyalty program management systems and artificial intelligence for data analysis, as well as an emphasis on environmentally and socially responsible programs, allows you to create long-term and sustainable relationships with the audience of Generation Z.

CONCLUSION

In conclusion, this study should emphasize the importance and relevance of the topic of attracting and retaining the attention of generation Z using modern marketing technologies. As part of the study, marketing technologies were studied, which are divided into marketing tools and online platforms, as a result of which specific and more narrowly directed assumptions were put forward on marketing tools and online platforms that are most attractive to generation Z, including how to attract them as an audience and how to retain Z as customers. Generation Z imposes special requirements on companies' marketing strategies. In the course of the work, various aspects of the behavior, preferences and values of this generation were considered, as well as the most effective marketing tools and methods were analyzed. The main result of the study was confirmation that representatives of Generation Z have high digital literacy and actively use the Internet and mobile devices for communication, content consumption and shopping. Social media such as Instagram, TikTok and YouTube play a key role in their lives, providing unique opportunities to create and distribute visual and video content that is especially attractive to young people. It is important to note that in order to successfully interact with this audience, the content must not only be of high quality and interesting, but also relevant, corresponding to their interests and needs.

One of the key conclusions of the work was the understanding that Generation Z values authenticity and individuality of brands. They prefer companies that demonstrate social responsibility and environmental awareness. This requires marketers to include elements in their strategies that emphasize the company's contribution to the public good and sustainable development. Social and environmental initiatives supported by brands play an important role in attracting and retaining the attention of young people. Gamification, virtual and augmented reality technologies, content marketing and influencer marketing have proven effective in attracting and retaining the attention of Generation Z. These tools create interactive and engaging ways to interact with brands, which contributes to the formation of stable emotional connections with consumers. In particular, gamification allows users to interact with the brand in a playful way, which increases their engagement and loyalty.

Content personalization is another important aspect to consider when working with Generation Z. The use of big data and analytical tools allows companies to create customized offers that meet the interests and needs of each user. This significantly increases the chances of successfully attracting and retaining the attention of young people. The study also showed the need to optimize content for mobile platforms. Generation Z spends significant time in mobile applications and uses smartphones as the main tool for interacting with content and brands. Companies should take this into account when creating user-friendly and functional mobile

applications that use push notifications and other tools to maintain constant contact with the audience. Data analysis has confirmed that representatives of Generation Z have unique characteristics that distinguish them from previous generations. They strive for a work-life balance, appreciate the possibility of flexible schedules and remote work, and pay great attention to the reputation and values of brands. These features must be taken into account when developing marketing strategies aimed at attracting and retaining this audience.

The conducted research includes an analysis of modern marketing technologies and tools such as social networks, content marketing, influencer marketing, gamification, virtual and augmented reality, as well as personalized content. All these tools have shown their effectiveness in working with Generation Z and can be successfully used to create sustainable connections with this audience. An important aspect of the work was the study of different approaches to marketing in different countries and regions. The study showed that, despite global trends, there are significant differences in the behavior and preferences of young people depending on the cultural and social context. This highlights the need to adapt marketing strategies to the specifics of each region. In addition, the work included an analysis of the results of interviews with representatives of different generations, which made it possible to identify key differences and common features in their behavior and preferences.

This made it possible to better understand the features of Generation Z and develop more accurate recommendations for marketers and business leaders. Thus, this study makes a significant contribution to understanding the characteristics of Generation Z and suggests effective strategies for attracting and retaining them. Companies that can effectively use modern marketing technologies and adapt their strategies to the needs and expectations of this audience will have a significant competitive advantage in the market. The prospects for further research include an in-depth study of interaction with Generation Z in various cultural and social contexts, as well as an analysis of new technological trends and their impact on the behavior and preferences of young people. This will allow companies to stay on the cutting edge and successfully adapt to the rapidly changing digital world. In conclusion, it can be noted that successfully attracting and retaining the attention of Generation Z requires the use of innovative and personalized approaches, taking into account their unique characteristics and preferences, as well as constant monitoring and adaptation of marketing strategies to changing market conditions.

Companies that can effectively use these tools will have every chance of long-term success and prosperity in the face of global competition. This approach ensures not only successful interaction and retention, but also the development of meaningful, long-term relationships with an ever-evolving youth audience in the field of marketing.

Furthermore, the issues of the thesis were completed and investigated, and the features of Generation Z were identified, as well as marketing technologies that attract generation Z, as well as hold their attention as consumers. therefore, the purpose of the study - to identify the most attractive marketing tools for attracting and retaining young people - was achieved.

Recommendations

I propose the following recommendations that should be followed, targeting young people with the help of the above-mentioned and identified marketing tools for Generation Z. Next, I am ready to give recommendations on how to attract and retain the attention of Generation Z as a client for entrepreneurs and business people, as well as marketers.

Recommendations for using the most attractive tools for Generation Z

1) Develop personalized mobile apps

Create applications that remember user preferences and offer relevant content and features. For example, integrate local games where users can collect promo codes for discounts or special offers. This will not only attract the attention of Generation Z, but also keep their interest through elements of game interaction. Provide the application with an aesthetic and simple design so that users enjoy using it. A coffee shop app where users can play local games to earn points and get free drinks. The app can offer personalized beverage recommendations based on previous purchases and has a beautiful, user-friendly interface.

2) Implement loyalty gamification programs

Create mobile games inside the app that encourage users to participate and interact with the brand. The program may include receiving bonuses for purchases, reaching various levels and receiving rewards. Provide the games with attractive graphics and an intuitive interface. A clothing retailer can develop a mobile game where users receive points for each purchase, which can be exchanged for discounts or exclusive products. Games should be visually appealing and easy to use.

3) Turn on the virtual reality experience

Use VR technology to create immersive 3D interactions with your brand's products and services. This can be a virtual tour of your store or an interactive demonstration of a new product. The design of the VR experience should be of high quality and user-friendly. The car dealership can offer a VR test drive of new car models, allowing users to virtually experience driving and

inspect the interior. There can also offer virtual tours of historical sites or guided tours of production, with an emphasis on realism and aesthetics.

4) Pay special attention to environmental and social activities

Include the opportunity to support environmental and social initiatives in loyalty programs. For example, part of the cost of purchases can be directed to charity, or users can send money to their chosen environmental projects. Present these possibilities through a beautiful and user-friendly interface. The e-commerce platform can offer customers the opportunity to send 1% of each purchase to a charity of their choice. In addition, fundraising events for local communities and environmental initiatives can be organized with an emphasis on the visual presentation of these projects.

5) Implement geolocation-based loyalty programs

Use customer location data to offer them personalized offers and discounts. For example, users can see the nearest stores with promotions and events on the map. The interface should be simple and user-friendly, with an emphasis on visual appeal. A restaurant chain can send notifications about special offers when a user approaches one of their establishments. It can also offer discounts and bonuses for visiting certain places or participating in local events, using maps and a visually pleasing interface.

6) Create short video content

Create videos that are tailored to the tastes and interests of Generation Z, taking into account current trends, aesthetics and good design. These can be quick product reviews, instructional videos, or funny clips that are easily shared on social media. A cosmetics brand can post short tutorial videos about makeup on TikTok, attracting the attention of young people through relevant and visually appealing content and can also create videos featuring popular influencers and stars to increase engagement.

7) Use artificial intelligence to analyze data

Use AI to analyze customer behavior and predict their needs. This will allow to provide more relevant bonuses and offers, personalizing user interaction. An online store can use AI to recommend products based on previous purchases and product reviews and can also offer personalized discounts and promotions depending on the user's interests, with an emphasis on convenience and simplicity of the interface.

8) Create interactive content

Develop applications, games, surveys or quizzes that will interest young people and stimulate interaction with the brand. Provide these tools with an attractive design and ease of use. A clothing brand can launch a mobile app with interactive quizzes where users can test their fashion knowledge and win discounts on clothing purchases and can also organize online contests and events with prizes, with an emphasis on a visually attractive and user-friendly interface.

9) Organize exclusive offers and promotions

Provide special discounts, promotions, or access to a limited number of products or services only for members of the loyalty program. The design of these proposals should be attractive and easy to understand. The fitness club can offer exclusive workouts and seminars for its members, as well as special discounts on subscriptions and additional services, with an emphasis on a visually attractive and user-friendly interface.

These recommendations will help effectively attract and retain the attention of Generation Z by using the most attractive marketing tools for them.

Theoretical contribution

My thesis on finding the most attractive tools for Generation Z complements the existing literature on using marketing tools to attract and retain this generation. The empirical data presented in the study show the impact of various marketing strategies on the choice and interaction with young people. The study showed that Generation Z prefers social marketing on Instagram platforms, TikTok and YouTube clips, as well as environmental missions and animal care. Modern marketing technologies have become a key factor in attracting and retaining the attention of Generation Z. This generation, born between 1997 and 2012, is the first to grow up in a fully digital world, making them a unique audience for marketers.

High digital literacy, low concentration and the pursuit of authenticity require marketers to move away from traditional marketing strategies. Technology enables marketers to create highly focused, interactive, and personalized content that meets Generation Z's need for an authentic and engaging digital experience. Thus, the effective use of modern marketing technologies is becoming not just a trend, but a necessity for brands seeking to win the loyalty of this generation. Despite the active use of modern technologies, there is a significant gap in the literature on this topic. Most research and publications focus on the general aspects of digital marketing and the behavioral characteristics of Generation Z, but not enough attention is paid to a comprehensive analysis of the technological aspects of marketing aimed at this audience. In particular, there are no detailed

studies of the effectiveness of various technologies and their combinations to achieve the best results. There is also little research on data ethics and privacy in the context of using technology to personalize content and advertising. As a result of this study, it can be concluded that there is a clear shortage of specialized literature on modern marketing technologies as a factor in attracting and retaining the attention of Generation Z.

This opens up great opportunities for further research and publications that will help marketers interact more effectively with this important audience. The relevance of this study lies in the increasing importance of Generation Z as a demographic group of consumers and the unique challenges they pose to marketers. Since this is the first generation to grow up in a fully digital world, they have special preferences and behavioral patterns that distinguish them from previous generations. They are closely related, pay little attention to stereotypes, adhere to certain norms and strive for authenticity and personalization. Thus, the problem arises from the need to understand the differences of this generation and their needs in order to effectively use modern marketing technologies to attract and retain young people. Despite the widespread use of these technologies, there is a lack of comprehensive modern research on how they can be used to attract the attention of Generation Z.

Many companies have difficulty adapting to the rapidly changing digital landscape and are unable to connect with this important demographic group. The main theoretical contribution is to identify a significant gap in the literature on this topic. Despite extensive research in the field of digital marketing and behavioral characteristics of Generation Z, not enough attention is paid to a detailed analysis of the technological aspects of marketing aimed at this audience. In particular, there are no detailed studies of the effectiveness of various technologies and their combinations to achieve the best results. There is also little research on data ethics and privacy when using technology to personalize content and advertising.

This work seeks to fill this gap by offering a comprehensive analysis of modern marketing technologies and their impact on Generation Z. In the context of science, the work emphasizes the need for further research and publications aimed at studying the specifics of interaction with Generation Z through modern technologies. This includes the use of big data and analytics to create personalized content, the use of social media for marketing and interaction, and the use of innovative advertising formats such as stories and short videos. The work also focuses on ethical aspects and data protection, which is becoming increasingly important in the context of rapid technological progress.

In the field of marketing, this study identifies the most effective technologies and strategies to attract and retain the attention of Generation Z. This includes the use of social media, the impact of marketing involving popular bloggers and opinion leaders, and the creation of interactive and personalized content. The work demonstrates that the successful use of these tools requires a deep understanding of the needs and preferences of Generation Z, as well as flexibility and an innovative approach on the part of marketers.

In the field of management, the work provides valuable information for company executives and marketers on how to effectively adapt their strategies to interact with Generation Z. This includes developing recommendations on the use of modern marketing tools such as gamification, virtual reality technologies, personalized content and loyalty programs. These recommendations are based on theoretical research and practical data obtained during interviews with marketers and representatives of different generations.

Thus, this work makes a significant contribution to science, marketing and management, offering new approaches and recommendations for effective interaction with Generation Z. This study highlights the importance of using modern technology and ethical practices in marketing, as well as the need for further research in this area to create a deeper understanding and successful application of marketing strategies aimed at Generation Z. Thus, this study makes a significant contribution to understanding the preferences and behaviors of Generation Z, offering marketers effective tools to interact with this audience. The data revealed during the study makes it possible to more accurately target marketing campaigns, increasing their effectiveness and meeting the needs of a young audience.

Limitations of the study and for the further research

When conducting a study on tools for attracting and retaining the attention of young people in marketing, it is important to take into account several significant limitations that may affect the interpretation of results and generalization of conclusions.

An important limitation is also the possible deviation from the truthful answers. There is a risk that respondents may lose interest in the interview by the end and deviate from truthful answers, which may affect the quality of the data and the reliability of the results.

It should also be taken into account that it is impossible to verify the validity of the answers. The lack of mechanisms to confirm the reliability of answers creates the risk of obtaining distorted data, especially in the case of socially significant issues.

Due to the limited time and quality of the data, the context of the study could be limited and the results could vary. It is important to keep in mind that data may not always accurately reflect the diversity of views and preferences in general.

Another limitation is the fact that it is quite difficult to find a sufficient number of people who are relevant to the study as respondents and agree to participate in an interview for a thesis, therefore, there is an organic number of respondents in these two aspects of the work.

One of the limitations is the limited time allocated to complete the course work on time, despite the large amount of time allocated, the work does not imply free writing, but is attached to certain deadlines. This limitation makes it difficult to study in detail every aspect of youth interaction with marketing tools, which limits the depth of analysis.

Despite these limitations, the study provides valuable information about marketing tools for young people. However, when interpreting the results and developing recommendations, it is necessary to take into account the context of limitations, realizing their impact on the generalization of data and their reliability.

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APPENDIX

Respondents profile

Appendix 1 Marketers profile; Source:

Respondent	Company	Experience	Age	Workplace	Responsibilities
Respondent 1	Company A	More than 5 years	30	South Korean cosmetics company	Developing marketing strategies to promote cosmetic products, maintaining the main social media account, market analysis, launching new products, managing advertising campaigns
Respondent 2	Company B	About 2 years	25	Dance school	Developing marketing strategies to attract new students, hold events, promote the school on social networks, creating content for the school's online platforms, running advertising campaigns
Respondent 3	Company C	About 4 years	29	Young Russian perfume brand	Developing strategies to promote products to the market, analyzing consumer preferences, creating a brand image, managing advertising campaigns, interacting with distributors
Respondent 4		About 7 years	30	Coffee shop	Developing strategies for attracting customers, advertising and promoting products, social marketing, organizing marketing events
Respondent 5		About 3 years	26	Cafe specializing in organic food	Marketing research, development of advertising campaigns on social networks and offline aimed at attracting a target audience in the form of environmentally friendly people and people who adhere to a healthy lifestyle
Respondent 6		24 years		Small store specializing in Russian cosmetic products	Attracting a new audience through videos, maintaining the VKontakte brand pages, collaborating with other brands to attract customers and promote products
Respondent 7		4 years	28	Fitness room	Promoting it on social networks to attract new customers, conducting promotions and events to retain a regular audience
Respondent 8		1 to 1.5 years	22	Freelancer	Market analysis and promotion of goods or services through various marketing channels and social networks
Respondent 9		11 years	36	Logistics company	Heads the marketing department, oversees analytics, development and implementation of a PR strategy, directs the work of junior marketers and public relations specialists
Respondent 10		4 years	28	Marketing agency	Promotes projects on social networks, audience analysis, determining the needs of the target audience, developing a strategy and content plan, attracting leads through content
Respondent 11		2 years	24	Freelancer	Teaches marketing, acts as a speaker at marketing conferences dedicated to social networks and promotion
Respondent 12		3 years	26	Showroom	Promotes and advertises goods or services presented in a clothing store

Appendix 2 Psychologists profile; Source:

Respondent	Age	Experience	Field	Specialization	Hobbies
Respondent 1	35	10 years	Clinical psychology	Cognitive behavioral therapy	Mountain tourism
Respondent 2	28	5 years	Gestalt therapy	Art therapy	Knitting and drawing
Respondent 3	40	15 years	Psychoanalysis	Free association	Photography
Respondent 4	32	8 years	Systemic family therapy	Psychotherapy	Yoga and travels
Respondent 5	45	20 years	Personality psychology	Testing and interview techniques	Collecting vinyl records
Respondent 6	30	6 years	Psychodrama	Art therapy	Mountain biking
Respondent 7	38	12 years	Cognitive psychology	Rational-emotional therapy	History and reading
Respondent 8	31	7 years	Clinical psychology	Relaxation and meditation techniques	Gardening
Respondent 9	42	18 years	Developmental psychology	Working with children and adolescents	Cooking
Respondent 10	36	9 years	Hypnotherapy	Neuro-linguistic programming	Oil painting

Appendix 3 Generation Z profile; Source:

Respondent	Age	Occupation	Hobbies
Respondent 1	17	Schoolboy	Robotics, healthy lifestyle, sports, psychology, proper nutrition, music, movies, financial literacy
Respondent 2	15	Student	Modern technology, creativity, travel, school activities, dancing, music
Respondent 3	20	Student	Technological progress, healthy lifestyle, yoga, psychology, rock music
Respondent 4	14	Schoolboy	Biology, drumming courses, athletics
Respondent 5	21	Student	Yoga, meditation, calm rhythm of life, books, psychology and consciousness, golf
Respondent 6	21	Designer	Care cosmetics, stretching, sil, aesthetics, modern technologies, cooking, sports, healthy food
Respondent 7	20	Student	Psychology, cars, dancing, creating a clothing brand, reading, listening to music, releasing songs, organic healthy food
Respondent 8	17	Schoolboy	Social networks, active lifestyle, swimming, movies, books
Respondent 9	24	Employed	Artificial intelligence, healthy lifestyle, boxing, psychology, music, books
Respondent 10	25	Employed	Technological progress, photography, healthy lifestyle, volleyball, fitness, entrepreneurship, business
Respondent 11	20	Student	Game development, active lifestyle, martial arts, music, books
Respondent 12	22	Student	Music, SMM, Russian billiards, technological progress, digitalization, style, cosmetics, dancing, active lifestyle
Respondent 13	16	Schoolboy	Karate, knitting, healthy lifestyle, healthy food, psychology, detectives
Respondent 14	27	Employed	Languages, travel, healthy lifestyle, yoga, meditation, modern technologies
Respondent 15	26	Employed	Social networks, fitness, travel, exhibitions, psychology, healthy lifestyle, books, habit tracker

Appendix 4 Generation Y profile; Source:

Respondent	Age	Occupation	Hobbies
Respondent 1	33	Entrepreneur	Photography, reading books, watching TV series
Respondent 2	39	Real estate agent	Fishing and hunting
Respondent 3	30	Business analyst	Skiing and cooking
Respondent 4	29	UX designer	Architecture photography, reading documentary works

Respondent 5	38	Startup and entrepreneur	Playing the piano, volleyball
Respondent 6	35	Psychologist	Mountain tourism, nature photography
Respondent 7	37	Software engineer	Craft brewing, science fiction reading
Respondent 8	37	Financial analyst	Learning foreign languages
Respondent 9	29	Journalist	Knitting, cycling
Respondent 10	30	Cosmetologist	Stretching

Appendix 5 Generation X profile; Source:

Respondent	Age	Occupation	Hobbies
Respondent 1	47	Production management	Reading, mountain walks
Respondent 2	46	Financial analysis	Cooking, photography
Respondent 3	50	Law	Movies, cooking
Respondent 4	47	Programmer	Board games, reading fantasy literature
Respondent 5	57	Teacher	Traveling, gardening
Respondent 6	55	Nurse	Drawing, volunteering
Respondent 7	58	Engineer	Downhill skiing, reading classical literature
Respondent 8	50	Sales	Traveling, attending the cinema
Respondent 9	47	Business consultant	Travel, historical research
Respondent 10	51	Teacher	Fishing and reading

Interview Questions

Appendix 6 Interview questions for the marketers

No.	Questions
1	How do you use market segmentation to identify the target audience of young people and develop appropriate marketing strategies?
2	How do you determine the unique positioning of your product or service in the youth market?
3	What marketing communications do you consider the most effective for interacting with young people in modern social networks?
4	How do you use CRM systems to manage relationships with young people and increase their loyalty?
5	What market research methods do you use to understand the needs and preferences of young people?
6	What components of the marketing mix (4P) do you most actively use to attract and retain young people?
7	How does your company innovate in the field of marketing to attract the attention and involvement of young people?
8	How do you use customer databases to personalize communications and offers for young people?
9	What point accumulation systems or loyalty programs do you offer to stimulate youth activity?
10	What exclusive offers do you create for young people and how do they help in attracting and retaining customers?
11	How do you provide personalized discounts and bonuses for young people and how does this affect their relationship with your company?
12	What special promotions and events do you organize to attract the attention of young people and maintain their interest in your brand?
13	How do you track and analyze data to evaluate the effectiveness of your marketing campaigns among young people?
14	What game elements do you incorporate into your marketing strategies to attract and retain young people?
15	What contests and sweepstakes do you conduct to encourage youth participation in your marketing activities?
16	What interactive events do you organize for young people to participate in content creation and brand experience formation?
17	What motivations do you use to encourage young people to interact with your brand and products?

18	How do you provide gifts and bonuses to young people and how does this affect their interaction with your company?
19	How do you stimulate social interaction among young people within your brand or product?
20	How do you use content marketing to attract the attention and retain the interest of young people?
21	What kind of visual content do you create?
22	How do you cooperate with influencers to achieve youth marketing goals?
23	How do you personalize marketing communications to attract and retain the attention of young people?
24	What social evidence do you use to convince young people of the value of your product or service?
25	What analytical tools and metrics do you use to evaluate the effectiveness of your marketing strategy among young people?
26	What do you do to attract young people and how does this help in promoting your brand?
27	What modern technologies are used to attract and retain young people?
28	What marketing tools are currently trending?
29	What are the future marketing tools?

Appendix 7 Interview questions for the psychologists

No.	Questions
1	How do you define the key characteristics of Generation Z and how do they differ from previous generations?
2	What are the main factors, in your opinion, that shape the worldview and behavior of representatives of generation Z?
3	How important is awareness and thoughtfulness in actions and decisions for Generation Z? How does this manifest itself in their daily lives?
4	Why do you think social projects and environmental initiatives attract Generation Z so much?
5	How does clip thinking affect Generation Z's ability to process information and solve problems?
6	What is the expression of Generation Z's desire for self-expression and independence?
7	Why do you think Generation Z is actively joining interest groups and how does this affect their socialization?
8	How does Generation Z demonstrate its political awareness and active citizenship?
9	How do you think Generation Z's ability to adapt quickly to change helps them in their professional and personal lives?
10	What are the socialization features of Generation Z in the digital space and how does this affect their interaction with others?
11	Do you think that Generations Z are more resilient to the stress and challenges of the modern world compared to previous generations? Why?
12	How do you see the future of Generation Z and what challenges do you think they will face in the coming decades?
13	Are there differences in approaches to parenting and education that are most effective for Generation Z compared to other generations?
14	What social and psychological aspects are most important for understanding Generation Z in the context of their work and career?
15	What impact does media and technology have on the development of personal qualities and values of Generation Z?

Appendix 8 Interview questions for the generations - Section 1

No.	Questions
1	How often do you use loyalty programs that offer access to exclusive content or training materials in exchange for participation?
2	What value does the opportunity to communicate with other members of the loyalty program and share experiences represent to you?
3	How important is the transparency and reliability of the bonus and reward accounting system based on blockchain technology for you?

4	What do you think about instant bonuses and discounts provided immediately after purchase or performing certain actions?
5	How important is it for you to receive personalized recommendations and tips based on your preferences and purchase history?
6	How do you assess the effectiveness of using artificial intelligence to predict your needs and offer more relevant bonuses?
7	Do you often use mobile apps to manage your loyalty program and receive personalized offers?
8	What do you think about subscription-based loyalty programs with monthly payments and additional privileges for subscribers?
9	How important is it for you to participate in environmentally and socially responsible loyalty programs that encourage waste disposal or charity events?
10	Do you use geolocation loyalty programs that offer special offers and discounts based on your location and activity?
11	How do you feel about the use of VR and augmented reality in advertising and applications related to loyalty programs?

Appendix 9 Interview questions for the generations - Section 2

No.	Questions
1	How often do you use loyalty programs that offer access to exclusive content or training materials in exchange for participation?
2	What value does the opportunity to communicate with other loyalty program participants and share experiences represent to you?
3	How important is the transparency and reliability of the bonus and reward accounting system based on blockchain technology for you?
4	What do you think about instant bonuses and discounts provided immediately after purchase or performing certain actions?
5	How important is it for you to receive personalized recommendations and tips based on your preferences and purchase history?
6	How do you assess the effectiveness of using artificial intelligence to predict your needs and offer more relevant bonuses?
7	Do you often use mobile apps to manage your loyalty program and receive personalized offers?
8	What do you think about subscription-based loyalty programs with monthly payments and additional benefits for subscribers?
9	How important is it for you to participate in environmentally and socially responsible loyalty programs that encourage waste disposal, or charity events?
10	Do you use geolocation loyalty programs that offer special offers and discounts depending on your location and type of activity?
11	How do you feel about the use of virtual and augmented reality in advertising and applications related to loyalty programs?

Appendix 10 Interview questions for the generations - Section 3

No.	Questions
1	How often do you use social media such as Instagram, TikTok, Snapchat and YouTube?
2	What types of content on social media attract your attention the most?
3	How often do you pay attention to online advertising on social networks and other online platforms?
4	What kind of online advertising, in your opinion, is most attractive to young people?
5	How often do you watch video content on YouTube, Instagram and TikTok platforms?
6	What makes you stop and watch Interesting video content?
7	How do you feel about interactive content such as game apps, surveys and quizzes?
8	What forms of interactive content are you interested in, and why?
9	Do bloggers and media personalities influence your purchasing decisions?
10	How often do you use mobile apps and games, and do you pay attention to ads in them?
11	What do you think about using messengers and chat apps to communicate with young people?
12	What types of content on blogs and specialized youth resources are you interested in?
13	How often do you listen to music tracks and podcasts on platforms like Spotify and SoundCloud?
14	What types of music and audio content do you prefer?

15	Do you play mobile games or online games, and what types of games do you like the most?
16	What events and promotions for young people, in your opinion, are the most attractive and interesting?
17	How do you feel about experimenting with new technologies such as augmented and virtual reality in marketing?
18	Is social advertising for the benefit of society important to you?

Appendix 11 Interview questions for the generations - Section 4

№	Question
1	What are your hobbies and what do you like to do in your free time?
2	Which books, movies or musicians have influenced you the most and why?
3	What activities bring you the most pleasure and why?
4	What places do you like to visit, whether traveling or local attractions?
5	Do you have any favorite traditions or rituals that you observe?
6	What social or cultural events are of the greatest interest to you?
7	What principles and moral values are most important to you in life?
8	How do you define personal success and what does it mean for you to be a successful person?
9	How do you try to maintain a balance between work and personal life?
10	How do you approach environmental and sustainable development issues in your daily life?
11	Do you have any role models or people you admire? Who are they and why?
12	How do you feel about charity and social initiatives? Do you participate in such projects?
13	How do you prefer to spend time with family and friends?
14	What personal goals and dreams do you have for the coming years?
15	How do you see your future and what hopes do you place on yourself and your surroundings?